

# Can flying fish at the Pike Place Market help transform your organization?



You may have already heard about the “FISH!” philosophy for a happy and successful workplace. It’s based on creating a culture of fun, engagement and (yes, literally) tossing fish around at the World Famous Pike Place Fish Market in Seattle. One day, that energy and enthusiasm caught the attention of a documentary filmmaker. He brought a camera crew back and filmed the fishmongers for a few days.

## Is your workplace FISHy?

The resulting documentary identified four key building blocks to creating a dynamic work culture like the one at the fish market. They are:<sup>1</sup>

- 1. “Be there.”** Being present for others is about more than just showing up or standing in front of them. Are you focused? Are you listening and responding in a helpful way? The fishmongers began embodying these principles in 1986 — long before mobile devices were so widespread. Today, people are even more likely to find genuine face-to-face connection refreshing.
- 2. “Play.”** Some jobs may be more limited than others in terms of the kind of fun that can be injected. But think about whether there are appropriate ways you can do that. And remember — it’s not just about you having fun, but sharing fun with your customers and coworkers.
- 3. “Make their day.”** Look for opportunities to have a positive impact. How can your work live on in the hearts and minds of others?
- 4. “Choose your attitude.”** No job is perfect. You won’t always love everything you do to earn a living. And even if you’re the CEO, you can’t control all your circumstances. But you can control the energy you bring to each day. Make that energy great.



Think about how much these building blocks are in your organization today. You and your team can work together to come up with new ways to add fun, presence, meaning and positive energy into your interactions with each other and your customers. No fish required!

<sup>1</sup>[The Story of FISH!](#) Accessed on January 17, 2019.

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