

# Table of Contents

## Our Story

How it all began

p. 3

## Dive In

The background you need to know  
to make you an expert on FISH!

p. 9

## Guide FISH!

Prepare yourself to guide FISH!

p. 27

## Session Planning

Essential information for designing  
FISH! sessions

p. 33

## Talk the Talk

Conversation starters to get everyone thinking  
and talking about FISH!

p. 45

## Walk the Walk

Activities that bring FISH! alive

p. 59

## Other Stuff

Other things we thought you could use

p. 79





While you're doing



Who are you being

What you're doing

Resentful	Doing yard work with a spouse and grumbling
Helpful	Doing yard work with a spouse and making the work easier
Manipulative	Coaching someone to make them do it "your way"
Supportive	Coaching someone to help them meet their goals
Inconsiderate	Listening and having side conversations in staff meetings
Engaged	Listening and contributing in staff meetings
Fearful	Hearing feedback and becoming defensive
Grateful	Hearing feedback and accepting it
Impatient	Rushing through customer interactions
Effective	Being with the customer fully during each interaction
Living wholeheartedly	Living FISH! in all parts of your life

Dive In

## Make it Personal

You can try to teach FISH! as theory (PLAY + 1 x CHOOSE (4 -2) + BE THERE = MC<sup>2</sup>) but we've learned that guiding FISH! from personal experience works best.

We talked to a woman who wanted to bring FISH! into the credit union where she worked. She started by taking it home first. She made note of the moments when she was lighthearted and was really being there for people, and so on. By the time she introduced FISH! at work, people had already noticed something different about her. They saw that she lived what she taught—and it made a powerful difference in how they experienced FISH!

When FISH! is part of your life you'll have something real to share with others. When you share a story of making someone's day, really being there, getting through a tough time by choosing your attitude—or the times you didn't choose—you'll help others connect with their FISH! moments.

- Ask yourself: “What inspires me about leading FISH!?” and “How will I benefit from living and guiding FISH!?”
- Watch FISH! 100 times. Well, at least five or six times. You'll discover new insights with each viewing.
- You don't have to create new experiences to find FISH! moments. Think about the great memories in your life. You'll be surprised just how many of them are FISH! moments.
- As you practice and observe FISH! at the grocery store, at work or at home, jot down what you see and learn. Your notes will help you share your insights with others.

## From a Fish Market to Your Workplace

**3.** “Anybody can do this. You don’t have to throw fish. You just have to have the energy, you have to have the commitment.”—Dick

- L** • Can anybody do this?
  - Why would someone think it’s impossible to do this? What might make it “impossible” in our organization? How many of these reasons are really limits we are placing on ourselves?
  - What do the fishmongers have that we don’t have? Anything?
  - What things do we have in common with them?

**4.** “It doesn’t have anything to do with the fish itself.” —Justin

- If it isn’t about the fish, what is it about?
- What is our organization, your job fundamentally about? Is that purpose deeper than the product or service we provide?

**5.** “People are having fun and they’re also, by the way, buying our fish.”—Tim

- What benefits might you experience if you embraced the FISH! principles?
- How could our organization benefit if we embraced FISH! (short term and long term)?

**6.** “The moment you try to imitate us you’re stuck . . .” —J.P.

- Why might we be tempted to imitate Pike Place Fish?
- What is the downside of imitating others?
- What are we supposed to do with FISH! if it isn’t imitation?



# For more information...

---

...about Performance Resources' award-winning videos and other training products, please call **1-800-263-3399** or visit us at **[www.owenstewart.com](http://www.owenstewart.com)**.



OWEN-STEWART PERFORMANCE RESOURCES INC.

163 North Port Road, Port Perry, ON L9L 1B2

Toll Free: 1-800-263-3399 • Fax: (905) 985-6100

E-mail: [sales@owenstewart.com](mailto:sales@owenstewart.com) • Website: [www.owenstewart.com](http://www.owenstewart.com)

---