

Could we have as much fun as the Pike Place Fish guys?

This is the question everyone asks themselves after they've watched **FISH!** So we've designed this playbook to help you discover that the answer is "Yes! Yes! Yes!....And More!"


Have fun with your playbook. Feel free to write anywhere you want. We specifically encourage it wherever you see this icon. Just do it neatly. (Kidding! In fact, you don't even have to spell correctly.)

Write down any questions you think are important. Add your own exercises. Draw. Have fun.

Whatever you do with this playbook, and ultimately, whatever you do on the job from this day forward, we encourage you to throw yourself into it with the enlivened spirit of **FISH!**








PLAY



Some people think play is the opposite of work. You're either playing or working. Playing at work is usually done on the sly. It's considered unproductive, unhelpful, and unprofitable.

Every day the Pike Place Fish guys prove that wrong. Their play works *for* them. It makes their jobs more enjoyable than they would be otherwise, it draws in business and it actually helps them accomplish some of their tasks better than if they just slogged through the day.

-  Play makes your job fun.
-  Play energizes the creativity and problem-solving abilities within you.
-  Play pleases customers, and team members.
-  Play makes boring tasks easier to do.
-  Play makes time pass more quickly.



John, one of our co-workers, was on an errand in a large discount store when he reached for the pen-on-a-chain to sign his check- and the pen wiggled out of reach!

The cashier was pulling on the other end of the chain hidden underneath the counter. John laughed. The cashier laughed. It added a bit of playfulness to a moment that would normally be boring and forgettable.

Now, pulling a pen out of reach is a small thing. You could even call it dumb. (Go ahead, call it dumb.) But it did cause a customer to leave with a smile. Think about how the Pike Place Fish guys play. It's simple and silly and a whole lot of fun for everyone involved.





**"Any job can be boring
if you make it boring."**

**(And any job can be fun,
if you make it fun.)**

What can you do to make your job more

FUN

?

SAMPLE



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