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
<table>
<thead>
<tr>
<th>Who are you being</th>
<th>What you’re doing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resentful</td>
<td>Doing yard work with a spouse and grumbling</td>
</tr>
<tr>
<td>Helpful</td>
<td>Doing yard work with a spouse and making the work easier</td>
</tr>
<tr>
<td>Manipulative</td>
<td>Coaching someone to make them do it “your way”</td>
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<tr>
<td>Supportive</td>
<td>Coaching someone to help them meet their goals</td>
</tr>
<tr>
<td>Inconsiderate</td>
<td>Listening and having side conversations in staff meetings</td>
</tr>
<tr>
<td>Engaged</td>
<td>Listening and contributing in staff meetings</td>
</tr>
<tr>
<td>Fearful</td>
<td>Hearing feedback and becoming defensive</td>
</tr>
<tr>
<td>Grateful</td>
<td>Hearing feedback and accepting it</td>
</tr>
<tr>
<td>Impatient</td>
<td>Rushing through customer interactions</td>
</tr>
<tr>
<td>Effective</td>
<td>Being with the customer fully during each interaction</td>
</tr>
<tr>
<td>Living wholeheartedly</td>
<td>Living FISH! in all parts of your life</td>
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</table>
You can try to teach FISH! as theory \( \text{PLAY} + 1 \times \text{CHOOSE} (4 - 2) + \text{BE THERE} = MC^2 \) 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.
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
   • 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?