



Fish: A Proven Way to Boost Morale and Improve Results

Stephen C. Lundin, Harry Paul, John Christensen

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Imagine a workplace where everyone chooses to bring energy, passion, and a positive attitude to the job every day. Imagine an environment in which people are truly connected to their work, to their colleagues, and to their customers.

In this engrossing parable, a fictional manager is charged with the responsibility of turning a chronically unenthusiastic and unhelpful department into an effective team. Across the street from her office is Seattle's very real Pike Place Fish Market, world famous and wildly successful thanks to its fun, bustling, joyful atmosphere and customer service. By applying ingeniously simple lessons learned from the actual Pike Place fishmongers, our manager learns how to energize those who report to her and effect an astonishing transformation in her workplace.

Addressing today's work issues (including employee retention and burnout) with an engaging metaphor and an appealing message that applies to any sector of any organization, *Fish!* offers wisdom that is easy to grasp, instantly applicable, and profound--the hallmarks of a true business classic. Based on a bestselling ChartHouse training video which has been adopted by corporations including Southwest Airlines, Sprint, and Nordstrom.

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