

## Presentation Description

# The FISH! Philosophy

*“A Proven Way to Boost Morale and Improve Results”*

The **FISH! Philosophy** shows you and your employees how to create a culture where people can't wait to come to work and be their best--a culture with people looking to make a difference for their customers and each other. A culture that nurtures flawless execution of work, promotes teamwork, and is fulfilling and fun. The **FISH! Philosophy** is based on the best-selling book **FISH!** and the fishmongers at the World-Famous Pike Place Fish Market in Seattle, Washington. The fish market is one of the most profitable retail spaces in America. Yet it is located right near three other fish markets that sell the same fish for the same price. The market doesn't trade on product or price; they trade on creating unique customer experiences. The fishmongers at the market work in a culture where they bring passion, energy and enthusiasm to work every day. Any organization can create this culture that will lead to and sustain success through hard-working, dedicated people.

The four parts of The **FISH! Philosophy** attendees take away from the presentation:

- **Choose Your attitude** - Decide to bring more enthusiasm to work everyday
- **Be There** - Know why you go to work everyday
- **Play** - Discover ways to have fun and instill more energy at work
- **Make Their Day** - Include your customers in the energy and fun

*Return on Investment:*

- Increased retention
- Decrease in tardiness
- Create unique customer experiences
- Increased teamwork
- More creativity
- Create a culture that is fun, fulfilling and productive

When you bring *Harry the Fish Guy* to your organization to share one of his programs, magic immediately begins to happen. Your employees will start saying, “I don't have to go to work—I get to go to work” and bring their best to work every day. Harry's presentations are based on his seven internationally best-selling business books including **Instant Turnaround!**, **Who Kidnapped Excellence** and **FISH! A Proven Way to Boost Morale and Improve Results**. **FISH!** sold more than 6 million copies, is translated into 35 languages, and is one of the best-selling business books of all time.

\*Keynote to half-day seminar formats available\*

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