Catch the Energy.
Release the Potential.
Great organizations are powered by positive energy. You can’t force people to be positive and passionate. They must choose it for themselves. When they do, it drives remarkable results and sustained excellence.

The FISH! Philosophy releases the energy, enthusiasm and creativity inside each of us. It helps you build a culture where people choose to bring their best to work.

ChartHouse Learning, creator of The FISH! Philosophy, offers a variety of proven learning solutions to help you achieve your goals. Organizations around the world use these solutions to strengthen teamwork, deliver outstanding customer service and improve employee retention.
The FISH! Philosophy helps organizations improve:

**MORALE AND ENGAGEMENT**
According to Gallup, 70 percent of Americans are not engaged in their work. The FISH! Philosophy inspires and empowers people to create a workplace they love.

**TEAMWORK**
High-performing teams are distinguished by how members treat each other. The FISH! Philosophy helps you build trust by being there for people who need you.

**EMPLOYEE RETENTION**
People are more likely to stay with a job if they have good relationships and feel valued. The FISH! Philosophy offers simple ways to support and recognize each other.

**CUSTOMER SERVICE**
Customers love being served by people who love what they do. The FISH! Philosophy helps you “wow” customers by serving in a way that’s distinctive and authentic.

**LEADERSHIP**
As a leader, your most powerful influence is your example. The FISH! Philosophy helps you be more aware of your impact and care for the people you lead.

**CHANGE**
Any change is difficult when trust is weak. When leaders use The FISH! Philosophy to improve relationships, employees gain the confidence to adapt and contribute.

**CREATIVITY**
Every organization needs fresh insights, and often the best ideas come from staff. The FISH! Philosophy builds a culture where it is safe to “play” with ideas that improve results.

**RECRUITMENT**
Prospective employees want to work in a place that is upbeat, fun and “human”. A FISH! culture attracts people excited to bring all of their talents and passion to work.
Filmmaker John Christensen was shopping in Seattle when he discovered a business that pulsed with energy and commitment. It was the World Famous Pike Place Fish Market, where large crowds come to watch the fishmongers work—and buy lots of fish.

“I want that excitement and passion in my company,” John thought. But he noticed that selling fish is cold and exhausting. Where did the energy come from? To find out, he made a film about the fishmongers. It’s called FISH! and it’s the anchor of our learning programs and services.

FISH! identifies four simple practices anyone can use to be successful. A practice is a skill or habit you work on every day. The more you “practice” it, the better you get. When you make these practices a part of your life, you will see a positive difference in your work, your relationships and within yourself.

The FISH! Philosophy practices are:

**BE THERE**

When people need you, they need **all** of you. Being fully present is a powerful message of respect that builds relationships. It’s the glue that brings teams together.

**PLAY**

Play is not the opposite of work. It’s a mindset you bring to everything you do. Play is the spirit that drives creativity, as in “Let’s play with that idea!” It encourages service that is genuine and lighthearted.

**MAKE THEIR DAY**

Everyone wants to be appreciated, whether they are customers or colleagues. Make Their Day is finding simple, meaningful ways to show people you value them. It transforms everyday interactions into special memories.

**CHOOSE YOUR ATTITUDE**

Life tests your attitude. The key is to understand that you “choose” your response, and to be aware that your choice affects others. When you make a conscious choice, you control your attitude—instead of your attitude controlling you.
The FISH! Philosophy speaks to universal needs—to contribute to a high-achieving team and be appreciated for your efforts.

That’s why our FISH! video learning program is used around the world, and has been translated into nearly 20 languages in 32 countries. Our book, FISH!, has sold more than 5 million copies and translated into 34 languages.

The FISH! Philosophy is used in all sizes of organizations from multi-national corporations to small businesses. More than 80 percent of Fortune 500 companies have invested in FISH! Philosophy training materials.

Over 50,000 customers in every industry use FISH!—notably health care, education, business services, manufacturing, hospitality, retail, financial, medical products, government and technology.

Here are just a few of the organizations who have invested in The FISH! Philosophy:

Call 800.811.5213 or visit FISHPHILOSOPHY.COM to learn more!
Q: What’s the best way to introduce The FISH! Philosophy?
A: Like no other learning film, FISH! uses fun and everyday wisdom to open the door to critical subjects such as attitude and accountability. The FISH! Guide shows how to lead a great kickoff and apply the practices in a way that works for your culture and goals.

Q: I want to create a fun event that people really remember. Any suggestions?
A: Our participant workbooks support what you teach and engage people while you teach it. We also have colorful FISH! Accessories—Pete the Perch, recognition pins, posters, and more—that keep The FISH! Philosophy top of mind after the event has ended.

Q: Leading events isn’t my thing. Can you lead it for us?
A: We have incredible speakers and facilitators! See the following page to learn more.

Q: We don’t want FISH! to just be the “flavor of the month.” How do we keep it going?
A: Sustain your momentum with FISH! Culture Training. This bundle includes the tools to powerfully introduce The FISH! Philosophy, and nine additional video programs to make the philosophy an essential part of your culture.

Q: How can leaders help people live The FISH! Philosophy?
A: By living it themselves. Because leaders set the tone, they must be examples for others. FISH! For Leaders builds relationship skills that increase trust and accountability. It helps you be more aware of your impact so you can lead more effectively.

Q: We need it all—culture shift, leadership, you name it. Any ideas?
A: The FISH! Business Solution combines several culture-transforming ingredients—tools to lead a motivating FISH! event, FISH! Culture Training and FISH! For Leaders.

Q: I’d like to share The FISH! Philosophy with my staff and students. What do you have for schools?
A: FISH! For Schools is a family of research-based products, developed by educators, to create a remarkable K-12 school. It builds a community where staff is supportive and enthusiastic, students are caring and focused, and everyone is excited about learning.
What they say about Deena:

“Deena was simply outstanding. The entire audience was captivated by her enthusiasm and her professionalism.”

Diane
Provider Specialist. Child Care Resource & Referral

“... incredibly inspiring ... captivating, funny, serious, real, and overall intoxicating. You left us with powerful messages and tools to make us better professionals and people.”

Julie B. Hirsch, Ph.D
Johnson & Johnson Consumer & Personal Products Worldwide

At a FISH! Live Event you will:

- Discover practical ways to apply The FISH! Philosophy to improve teamwork, service, leadership, retention and performance.
- Make the FISH! practices an essential part of your personal and professional skill set.
- Learn how to embed The FISH! Philosophy into the DNA of your culture, strengthening your mission, vision and values.

Meet your host, Deena Ebbert:

Deena is the world's leading FISH! presenter. She's inspiring, insightful, funny and real. Deena has a passion for performance, as a former professional opera singer and longtime member of corporate America, where she led many top-performing teams. She understands how to motivate teams through trust and understanding. Deena has a gift for helping you see your work—and life—in a new way, so you can create unprecedented results.

Call 800.811.5213 or visit FISHPHILOSOPHY.COM/SPEAKING to learn more!
“As a leader you’re infectious. The question is: Do people want to catch what you have?”

ROB GREGORY, OWNER, ROCHESTER FORD

“The more you energize your coworkers, the better everyone performs.”

HARVARD BUSINESS REVIEW

“There is always a choice about how you do your work, even if there is not a choice about the work itself.”

FISH! THE BOOK

“Businesses that I see use FISH! invariably end up the ‘first choice’ for customers and employees.”

DEENA EBBERT

“If you love your job, it’s going to show. And if it shows, it’s going to affect somebody.”

SAM, FISHMONGER

Contact me to learn more about The FISH! Philosophy:

KRIS MAURICIO
Training & Events Manager
ChartHouse Learning, The Official Home of The FISH! Philosophy

800.811.5213 | kris.m@charthouse.com

FISHPHILOSOPHY.COM