



p-TIPS

Employee motivation (Nothing fishy about it)

The staff of Pike Place Fish Market in Seattle, WA, decided some years ago to become “world famous.” They succeeded, and the market is now a “must-see” tourist attraction. The results of the Pike Place Fish Market productivity effort have inspired two management books (*Fish! A Remarkable Way to Boost Morale and Improve Results* and *Fish! Tales*) and two corporate training videos translated into 15 languages. The “*Fish!* philosophy” has been adopted by enterprises as diverse as the US Army and Air Force, Ford Motor, Universal Studios, St. Jude Children’s Hospital, Dupont, and many more. It is relevant to most issues facing business today: productivity, teamwork, quality improvement, customer service, creativity and innovation, employee turnover, and job satisfaction. *Fish!* involves simple lessons on energizing staff, raising productivity, and generally improving the workplace.

According to the first book in the series, the bare bones of the *Fish!* philosophy are:

1. **Choose your attitude** (without this, all the rest is a waste of time). There is always a choice about the way you do your work, even if there is not a choice about the

work itself. Remember, about half of your waking hours are spent at work. Spend them positively.

2. **Play.** Your department probably won’t juggle crabs á la Pike Place Fish Market. However, employees can take their work seriously without taking themselves so seriously that all fun is excluded from the job. Respectfully involve internal and external customers in play and problem solving to cement relationships.
3. **Make their day.** Influence the way others experience life in a constructive way. Lend an ear, lend a hand, and improve the quality of life for as many as possible through your work.
4. **Be present.** Don’t let distractions destroy the quality of each moment. Practically, this can be as simple as not reading or answering e-mail messages while talking on the phone with a colleague or customer. Give each person and action the attention that they deserve.