Stop Floundering and

Become More Effective in Your Life and Work

In 2003 Engineering & Operations saw the “Fish Philosophy” for the first time. We watched the Fish movie, some read the Fish book and we learned the 4 principles of the Fish Philosophy. Achieving greatness or ‘world famous’ service didn’t happen over night for the fishmongers. Constant reinforcement, support from management and employees, coaching new employees, and life choices from employees made them what they are today, ‘World Famous.’

Engineering & Operations has the same commitment to our service standards. That is why we celebrate National Customer Service Week. We choose this week to celebrate our employees, to reward and reinforce our commitment to customer service and have a little fun with that along the way. We hope you enjoy our week of activities and hope you have learned a few things too. As for the prizes you may win, you can thank our Customer Service Team who has worked hard putting this week together for you. We also thank our vendors, contractors, and suppliers that have donated items to help make our week a success.

These are exerts from the book “Catch” written by Cyndi Crother and the Crew of the World Famous Pike Place Fish Company

When you are able to see you have a choice in how you live your life, you will find the ability to change your experience at any given moment. The fishmongers actually choose how they will experience a situation or an event; in effect, they choose how they want to experience their reality. Though it is true that our perceptions determine our reality, one might define reality as “who we are being in relation to what we see, what we do, how we think and how we feel.” NO two human beings experience the same reality, nor do they relate in the same way to what they see or do.

You, also, can choose to invent or to reinvent yourself, your reality, and your life experience at any given moment.

*Doug’s story is a great example of how he chooses the meaning of his work. Doug’s work could be described in a number of different ways, and each description would call forth a different experience for him but he chooses to call it fun!

For me, it’s easy to be upset about having to get up in the morning. I have to be at the Market at 6:30, chopping ice with cut-up hands from the day before – 6:30 in the morning in Seattle, Washington! Not too many jobs begin then, and I end the day at 6:30 at night. I bust my buns the whole time. And have fun?
Yeah. There are people that make at least twice as much as I do, not doing as much physical and mental work as I do, and they choose to not have fun. People come down to the Market, sharing their problems at home and at work. They don’t see that they have a choice to make it what it is.

If people could see the choice I make and what I do at the fish market day after day – there is no way that people couldn’t experience the same transformation to greatness at a barber shop, a corporate office, an accounting office, a bank, or a grocery store. It’s not about throwing fish – we all know that. It’s what you choose to have happen. Aside from the fun, I have an underlying commitment, something to hold on to, because when the fun and the throwing is gone, and when the hype is gone, then what? When it is freezing at 6:30 in the morning, there’s my choice and my commitment.

Doug

*Doug former fishmonger - now teaches high school, but still visits Pike Place Fish regularly*

The catch is that ordinary happens and greatness is generated. You may be wondering how one goes about starting the process of transforming from ordinary to great. The power of the fishmongers’ transformation comes from their ability to recognize their intentions, and from the underlying realization that they create every choice in their lives.

The path to greatness is a journey. It involves many different insights and underlying beliefs. It involves a willingness to be open to something new and different, and to be responsible for one’s own thoughts, words, and actions. It also involves purposeful intention.

**Being → Doing → Having:**

- Your core belief and underlying assumptions (being) will determine your actions and behaviors (doing), which results in outcomes (having).
- Be great in all you do
- Nothing happens to you. Things happen, and you choose how to respond

*Engineering & Operations is not much different from Pike Place Fish. No, we don’t throw fish, but we work long hours, work in sometimes undesirable situations, get called in from our weekends, shovel ice and snow, and generally do what ever it takes to get our job done. We do work at a ‘world famous’ organization and we choose to do ‘world famous’ work everyday.*