



Case Studies and additional tools

(click on the titles for more information)



Keep your place buzzing with energy!

FISH! sticks : Sustaining the vision

Bite-size stories. Unlimited possibilities

FISH! tales: Building trust

FISH! tales: Jump Start

FISH! tales: Peak experience

FiSH! Tales: Sprint

FISH! tales: Vital Signs

Creating an extraordinary company

It's so simple

A complete guide to leading more effectively

LeaderFISH! - It starts with me

Uncover your Passion at Work!

Fish! Skills Assessment



FISH! sticks

Keep your place buzzing with energy!



The aim

To ensure that your staff stay motivated.

About the programme

The people at Pike Place Fish Market in Seattle have decided for themselves that there's only one way to work - and that's to enjoy it. You can almost touch the energy and passion that they put into their jobs. Their play works for them by making their jobs more enjoyable and it's a great crowd-puller, too.

FISH! shows how you can change people's view of work in fifteen minutes - but how do you make the vision stick so they stay motivated and not allow the original vision to fizzle out?

FISH! sticks shows not only how to keep the vision alive but make it even more powerful.

It's the crucial next step in motivating staff to maintain performance at this higher plane. It is something that they have to do for themselves, but you can encourage the process by introducing them to this highly original new film.

The benefits

- ▶ An engaging film that captures the imagination of anyone who sees it
- ▶ Helps people to recognise that the attitudes they bring to their work are entirely their choice
- ▶ Encourages individuals to take responsibility for pushing back the barriers
- ▶ Provides an environment for creative thinking and the free flow of ideas

Learning chapters:

- Commit it
- Be it
- Coach it

Programme includes:

DVD (17 mins)
Facilitator's guide
Playbook

Price: £799.00 (exclude VAT & delivery)

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FISH! tales: Building trust



The aim

To show how any organisation can adopt the FISH! philosophy successfully.

About the programme

FISH! tales show how organisations that seem to have little in common with the Pike Place Fish Market are creating more energy, joy and effectiveness through the **FISH!** philosophy. These short, inspiring films answer the question, "What can I throw at work?"

FISH! tales: Tile Tech

Welcome to Tile Tech, a roofing company based in Tacoma, Washington, which became an industry leader by truly living the **FISH!** philosophy. The team members at Tile Tech have made the FISH! philosophy a reality in their office, on job sites and in their hearts. Tile Tech has improved teamwork, service and safety by being present, playful, and committed.

Programme includes:

DVD (12 mins)

Price: £499.00 (exclude VAT & delivery)

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tales: Jump Start



The aim

To show how any organisation can adopt the FISH! philosophy successfully.

About the programme

FISH! tales show how organisations that seem to have little in common with the Pike Place Fish Market are creating more energy, joy and effectiveness through the **FISH!** philosophy. These short, inspiring films answer the question, "What can I throw at work?"

FISH! tales: Jump start

Rochester Ford Toyota is a car dealership in Minnesota that had the worst record for sales and customer service in its region. Even worse, the employee satisfaction scores were so low they were almost immeasurable. Good employees were leaving in droves. But when a new owner introduced a new philosophy- the **FISH!** philosophy-everything changed!

Go behind the scenes as the employees at Rochester use the **FISH!** philosophy to transform a divisive workplace to one of teamwork, co-operation and fun, and go from worst to first in their region! You'll see how to 'Jump Start' the energy at your workplace... and keep it revving!

Learning chapters:

- ▶ Before FISH!
- ▶ After FISH!
- ▶ It's about relationships
- ▶ It's about attitude

Programme includes:

DVD (12 mins)

Price: £499.00 (exclude VAT & delivery)

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FISH! tales: Peak experience



The aim

To show how any organisation can adopt the FISH! philosophy successfully.

About the programmes

FISH! tales show how organisations that seem to have little in common with the Pike Place Fish Market are creating more energy, joy and effectiveness through the **FISH!** philosophy. These short, inspiring films answer the question, "What can I throw at work?"

FISH! tales: Peak experience

Aspen Skiing Company found a way to set its several resorts and more than 3,000 employees apart from the others. Aspen's management team introduced FISH! to the employees, invited them to participate and watched a groundswell of enthusiasm occur.

Seeing real results such as phenomenal growth, increased employee satisfaction and, above all, improved customer service. This FISH! tales will show you how it's done

Learning chapters:

- ▶ Welcome to Snowmass
- ▶ First came FISH!
- ▶ Employees ran with it
- ▶ They're still at it

Programme includes:

DVD (9 mins)

Price: £499.00 (exclude VAT & delivery)

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Tales: Sprint



The aim

To show how any organisation can adopt the FISH! philosophy successfully.

About the programmes

A few years ago, Sprint Global Communications was a different company. Call after call, day after day, the employees of Sprint slugged away in the world of customer service. Casual dress was reserved for Friday, laughter in the office was generally a no-no and employee retention was an impossibility.

Fast forward to today. Sprint is living The FISH! Philosophy. In-line skates, disco balls and renewed commitment have transformed its call centers into places where you can "hear the smiles in the agents' voices," and where productivity and retention jumped 25%!

This FISH! Tale will show you how it happened, how management stepped back and allowed the process to evolve and how any customer service-based organization can Catch the Energy and Release the Potential!

Tap into the great way Sprint used and grew with The FISH! Philosophy!

Programme includes:

DVD (5 mins)

Price: £499.00 (exclude VAT & delivery)

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FISH! tales: Vital Signs



The aim

To show how any organisation can adopt the FISH! philosophy successfully.

About the programmes

FISH! tales show how organisations that seem to have little in common with the Pike Place Fish Market are creating more energy, joy and effectiveness through the **FISH!** philosophy. These short, inspiring films answer the question, "What can I throw at work?"

FISH! tales: Vital Signs

At Missouri Baptist Medical Centre, the staff deals with emotionally difficult situations, the challenges of providing exceptional health care, and the everyday stresses we all feel. But when they introduced **FISH!** into the environment, they revitalised their work... and their lives!

Go behind the scenes at Missouri Baptist, where the staff learned to Be There for patients and for each other-no matter how difficult the situation. The inspirational stories from **FISH! Tales: Vital Signs** are the best medicine for even the worst case of workplace blues!

Learning chapters:

- ▶ Introduction
- ▶ The Maestro
- ▶ One Little Fish
- ▶ Harmony
- ▶ Ending

Programme includes:

DVD (12 mins)

Price: £499.00 (exclude VAT & delivery)

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It's so simple

Creating an extraordinary company

The aim

To show how trust, respect and support among team members will increase productivity and improve customer service and growth.

About the programme

Employees are often afraid of making mistakes that could result in disciplinary action. Employers fear that giving their people too much freedom could result in poor performance.

This engaging programme takes you behind the scenes at Southwest Airlines to find out why they are one of the most sought-after employers in America, and one of the most successful organisations in the world. It's so simple is your boarding pass to a new life at work.

The benefits

- ▶ Real-life case study to inspire people
- ▶ Takes the fear out of empowerment
- ▶ Suitable for all levels of the organisation

Programme includes:

DVD (15 mins)

Course leader's guide

Price: £799.00 (exclude VAT & delivery)

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LEADER



- It starts with me, A complete guide to leading more effectively



LeaderFISH! is a personal development guide designed to grow your relationship and leadership skills, and heighten your awareness of how you impact those you work with.

Designed for leaders at every level ' from CEOs to frontline supervisors - as well as anyone to whom others look for leadership in the workplace, **LeaderFISH!** offers practical tools, promotes positive leadership and inspires excellence.

It's a step-by-step course that is split into six learning modules. Each module includes challenging strategies, questions, ideas and exercises, all designed to help a leader assess how they are as a leader, and take action to improve their skills. As well as the main course guide, **LeaderFISH!** also includes a DVD of six short thought-provoking films of real-life leaders exploring the thoughts and practices that led to their success.

LeaderFISH! can be used just as well for self-study or group learning. For group learning it is vital that each participant has their own set of **LeaderFISH!** materials to help them put the lessons into action after the session. (Multiple discounts are available)

What's in each LeaderFISH! unit:

Unit 1: It starts with me

The secret outstanding leadership is not in what you convince others to do for you, but what you inspire them to do through your example.

Unit 2: Be there

People may admire your talent, charisma and business skill, but they will not really trust you until you make time to be present for them - emotionally as well as physically.

Unit 3: Play

You can't just order creativity like a lunch special or instil happiness through a programme. To enjoy the many business and human benefits of Play, you need to nurture an environment full of trust and respect, and free of fear.

Unit 4: Make their day

One of the best ways for a leader to make someone's day-or months, or year is simple to value them. Simple gestures, such as appreciation and giving people a voice, fulfil emotional needs too often ignored on the job.

Unit 5: Choose your attitude

As a leader, your attitudes have a powerful effect on the people who work around you. What impact do you want to have on others? You -and you alone -get to choose the attitude that will achieve that impact.

Unit 6: Find IT, Live IT, Coach IT

How can you live and lead more purposefully, so you are affected less by what happens around you and guided more by who you want to be? It starts by defining your purpose (Find IT), tacking action (Live IT) and asking other to help you be the person you stay you want be (Coach IT)

Programme includes: **LeaderFISH!** participant guide, DVD containing 6 short films corresponding to the learning units

Price: £199.00 (exclude VAT & delivery)

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Skills Assessment Uncover your Passion at Work!



Let us help you discover how to be passionate about work!

With the new **FISH! Skills Assessment™**, you can uncover what drives your passion at work and learn how to build it into what you want it to be. Simply logon and take the easy and effective **FISH! Skills Assessment™**. Discover the opportunities that lie within you and your team!

This survey will help you:

- ▶ Better understand how effective you are at your job
- ▶ Discover what you need to do to re-energise your passion
- ▶ Gain a deeper understanding of your working relationships
- ▶ See how others perceive you in the workplace
- ▶ Clarify your strengths and skills to see where opportunities for growth may lie

What is it?

The **FISH! Skills Assessment™** is an online 360° survey system that provides feedback for individuals and teams based on 20 key factors related to the four FISH! practices. It gives organisations solid information to assess their current culture and build their Culture Vision™.

How does it work?

Participants receive instructions with a login code and complete an online questionnaire. They are prompted to request up to five others to provide online feedback. The five individuals are automatically contacted and surveyed. A personalised feedback report is generated and provided to the original participant. For organisation or team results, please contact IOL(UK) **prior** to purchase (additional charges may apply).

The Benefits

It's easy to use, available in several languages, effective and very affordable!

Individuals:

Participants generate self-awareness, see their impact, better understand their strengths and are better prepared to act on opportunities for growth.

Managers:

Leadership can use the reports to gauge both individual and team levels of passion at work. The feedback allows teams and individuals to identify and focus energy on the most pressing issues within the culture.

Team:

The **FISH! Skills Assessment™** provides a verifiable tool for measuring growth toward the organisation's Culture Vision™.

Prices:

No of logins:	Price per login
1 to 24	£12.80
25 to 50	£11.80
51-100	£10.80
101	£9.20

Prices exclude VAT.

(Allow 2 working days for logins to be allocated)

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