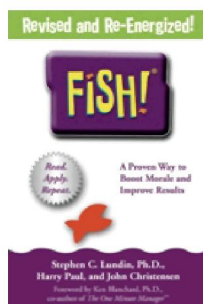

Book Review :

Dr G Syamala



FISH

Stephen C Lundin

Paperback: 112 pages

Publisher: HodderAnd Stoughton (September 2002)

Language: English

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AUTHORS:

Stephen C Lundin, Ph.D., is a filmmaker, he is a graduate business school professor and professional speaker. He runs a corporate membership seminar series as part of the Institute of Management Studies and leads the Institute for Creativity and Innovation at the University of St Thomas in Minneapolis.

Harry Paul is currently a senior vice president with the Ken Blanchard Companies where he coordinates special projects and manages their internal speakers bureau. He lives in California.

John Christensen, an award winning filmmaker, lives in Minneapolis. He is now the CEO of ChartHouse Learning Corporation, the leading producer of corporate learning films, including 'Fish!' the video, which has been adopted by thousands of corporations.

ABSTRACT OF THE BOOK:

Imagine a workplace where everybody chooses to bring energy, passion and positive attitude to the job every day. Imagine an environment in which people are truly connected to their work, colleagues and customers.

FISH is a parable, about how one manager transforms a unhelpful department into the most enthusiastic department with effective team in operation.

The book FISH is an incredible story about finding the deep source of energy, creativity and passion that exists inside each of us by learning to love what we do, even it at the moment. We may not be doing exactly what we love.

The parable demonstrates ways to make your workplace a better place to work, in making the place we work better. It developed a philosophy called a FISH philosophy.

The FISH philosophy is involved by engaging people and creating and bringing positive change at the workplace.

It is used to build staff morale and address today's most pressing work issues.

CHARACTERS OF THE STORY:

1. Mary Jane: Working as a Manager at Production department of First Guarantee Financials, Confident and respected among the staff.

2. Dan: He her husband, He is passionate and energetic and a good man and a good husband.

3. Bill: Was the Head of Operations of the third floor of First Guarantee Financials. He was a traditional type of manager.

4. Third floor: Was the Operations department of First Guarantee Financial, it was the most unpleasant department and

was full of Zombies, the toxic energy dump.

5. Pike Place Fish Market: Was a fish market full of energy, passions. It would be called as controlled mad house

6. Loonie: Was a fish monger of the Pike Place Fish Market.

THE STORY:

Mary Jane was a middle level manager working for First Guarantee Financial. First Guarantee financial was one of the Seattle's largest financial institution. Her husband Dane dies and she had no other option but to take care of the family by continuing with her job as manager at First Guarantee Financial. For three years now she had earned a good name and reputation as "can-do" supervisor. She was considered as a good person and was always there to listen to the concerns and ideas of her staff.

She was given a promotion and was shifted to the third floor of First Guarantee Financial's Operation department. This department was considered as zombie department. The third floor was often the topic of conversation for the whole organization not because it was operating good but because it was just the opposite. The people working on the third floor were considered irresponsible, unpleasant, slow, unresponsive. It was the department which every one hated and often cracked jokes upon. Stories were made about the third floor and nobody would like to work on the third floor.

In spite of all these difficulties Mary Jane has to take the promotion and shifted to the third floor. The journey of success for Mary Jane was not easy. She was aware of the condition of the third floor. She was also having a tough time understanding the floor and with the pressures of her boss. Bob who was her boss

was also one reason for such a condition on the third floor. The third floor was called as THE TOXIC ENERGY DUMP.

A CHANGE IN THE ROUTE:

One day she choose to change her normal route for lunch and on her new route she comes across the world's most famous fish market- Pike Place Fish Market.

THE WORLD FAMOUS PIKE PLACE FISH MARKET:

The Pike place fish market was the most energetic place where the fishes were sold by flying, this caught her attention and she found it very amazing. The scene of the fish market was happy, cheerful and fish mongers were just enjoying to sell the fish.

Fish monger Lonnie had actually bought life to the fish market.

Mary Jane studies the fish market more critically and tries to apply the same strategy in changing and converting the third floor into a pleasant place to work, or rather an interesting place to work. She uses her leadership skills in turning around the third floor.

THE AUTHORS PURPOSE IN WRITING THE BOOK:

1. To make the workplace a better place to work.
2. To create a positive culture and environment at workplace.
3. To make work more enjoyable
4. To motivate team to work
5. To build a successful team
6. To make work fun and workplace a fun place too.

The message is that "There is always a choice about the way you work", and do you work,

even if there is no choice about the work itself. To success one needs to find some thing to hold on to and somethings to motive and inspire. Make a team of people where each member is sure enough of himself and his contribution and praise the skill of others.

OUTLINE OF THE BOOK:

The book highlights on the objective that – Let the workplace be the most desirable place, where each employee enjoys it and they are truly connected with colleagues and customers. It is based on how to bring out energy, creativity and passion amongst employees to work. It is about changing the most undesirable workplace into the most desirable one. It is about creating a positive attitude towards one's job.

GENERAL APPROACH OF THE BOOK:

The general approach of the book is:

1. To help the organisations to reach to some basic principles which improves the working conditions at workplace.
2. It passes a message which will help organisations at any time and for any number of employees.
3. The book cleverly points out that managing people is a matter of common sense.
4. The book teaches four principles that form the bedrock of a successful company

THE FOUR PRINCIPLES OF THE BOOK:

- Choose your ATTITUDE
- Play
- Make their Way
- Be present like there

LANGUAGE AND STYLE OF THE BOOK:

The language of the book is simple and lucid, the book has shared a variety of expression of the employees. The book encourages organization towards success.

QUOTES OF OTHER AUTORS:

Spencer Johnson, M.D-Author of Who Moved my cheese- This is the one fish story that doesn't exaggerate. It shows you how changing your attitude lets you enjoy your work and your life. Hook into it, it's quite a catch!

Ken Blanchard-Author of Who Killed change-I'm excited about FISH. I think this is a marvelous book. The story of the world famous Pike Place Fish market is fantastic. But this book is not just about selling fish, it is a love story that can happen in your organization too.

MY VIEW ABOUT THE BOOK:

The book convey some positive aspects like

- Inspires team work
- Fosters Creativity
- Increase Productivity
- Builds effective relationship to facilitate the communication of ideas.
- Stimulates thinking about ways to create a more work friendly environment at workplace
- Value people at work
- Retain employees

WHY WILL I RECOMMEND THE BOOK:

Because the book -

- ❖ Helps in Motivating Employees
- ❖ Benefits every employees
- ❖ Brings out the best in yourself and make you love your work
- ❖ Helps you to demonstrate a high level of accountability and proactiveness
- ❖ Helps you to change your attitude for better

TO WHOM TO RECOMMEND THE BOOK:

- ❖ To Anyone
- ❖ On Any level

Who wants to make a difference at work.

HOW WOULD YOU RATE THE BOOK:

The book can be rated as follows on 5 scale points (Very Bad to Very Good)

Language - 4

Contents - 5

Flow - 4

Thoughts- 4

Approach- 5

Overall the book is a very good read

COMMENT ABOUT THE BOOK:

The Book could have been more elaborative as the finer details about the transition phase of the Third Floor is missing.

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