

Healthy People Review

Sally Crosiar Reviews Helpful Books, September-October 2004

When my friend Anne heard that Ray and I were planning a long weekend in Seattle after I spoke at Idaho's State Grange Session, she reminded me that Seattle's Pike Place Fish Market was the inspiration for the *Fish* books I'd been seeing in all the airports for the last few years.

Like many other books that I browse while waiting at an airport, *Fish* was one of those books that I had not yet gotten around to reading. But I love reading books about places I go, so I got straight on the internet and ordered not one, but three of the *Fish* books!

And then I added "Read the *Fish* books!" to my to-do list of packing, sorting, preparing my Idaho State Grange Session program, and all the other things one has to do when one will be away from home for a week. The schedule was pretty full, but when something matters to you, it gets done. And the *Fish* books got read. ("Sleepless in Seattle" got viewed again too!)

I knew that my experience of the World Famous Pike Place Fish Market would be enhanced if I had done my homework ahead of time. And I was right!

In the four days we were in Seattle, we visited the Public Market several times, and always made a point to hang around the Pike Place Fish Market. The Fishmongers were much as described in the *Fish* books, though I must confess, I probably would not have noticed exceptional customer service if the books hadn't pointed it out to me.

But then that might be just because *everyone* in Seattle was exceptionally nice to us! But then, come to think of it, maybe part of that gracious sense of welcome was because Seattle-ites have decided to live up to that world famous reputation that the *Fish* books have helped to give it.

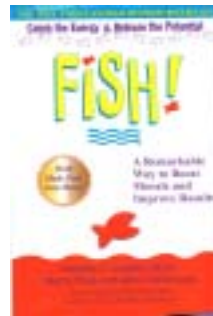
Whatever the cause, I think that Seattle and the *Fish* books are well worth visiting!



October's Books

Fish! Fish for Life!, and Fish Sticks!

by Stephen C. Lundin, Harry Paul, and John Christensen



Look! You get three books this month for the same low price as you usually get one! But hey, these are fun, easy-read, short parable books - that still manage to have a great message for business and for life!

Fish! tells how Mary Jane found great new ways to turn the toxic energy dump to which she'd been promoted into a fun, productive place to work. All by observing, learning, and then putting into practice some of the secrets that made the Pike Place Fish Market world famous.

Fish for Life! follows Mary Jane home where she and her new fishmonger husband Lonnie learn from each other that the same principles that got customers to buy fish can be applied to love and family relationships.



And *Fish Sticks!* jets clear to a hospital in New Jersey where the Fish approach that Rhonda helped develop has started to disintegrate, and the owners and staff of a sushi bar in New York City help her discover ways to keep the energy alive.

Just what is the Fish approach? Turn the page!



Just One Idea

It's easy to list the principles of the *Fish* books because they are made crystal clear. According to the stories, the fishmongers at the World Famous Pike Place Fish Market have learned some ways to make their work fun and productive. Here's what they've learned - and what Lundin, Christensen, and Paul teach through the *Fish* books.

Choose Your Attitude!

None of us gets to choose our work all the time, and sometimes that means we get to do icky, smelly, cold, and uncomfortable, or just plain dull work like a few fishmongers we come to know in the *Fish* books. But we can choose our attitude as we do icky, smelly, or dull work. We can choose how we want to be as we do that work, and that choice is at the heart of the *Fish* books' message.

Play!

The attitude of choice in all the *Fish* books is to be playful! The idea is that if we're at work - or at home - we might as well choose to enjoy ourselves and play in lighthearted, joyful ways. I had some first hand experience of this playfulness at the Pike Place Fish Market. One of the fishmongers pulled on the tail of a giant and ugly monkfish just as I was snapping a picture. It looked like this monster had just come alive! It startled me, and it sure made me laugh out loud!

Make Their Day!

If we want to make our customers remember us, then we need to do something memorable. Simple enough, huh? What I really liked though was the idea of making somebody's day at home! If I want my sweetheart to have as positive feelings about me as my customers do, then I can find special little ways to make his day too. Makes me smile just to think of doing that for him. Might even make my day too!

Be Present!

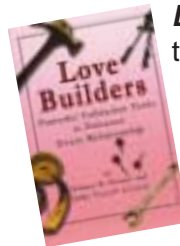
This one reminded me of a saying that a colleague shared with me several years ago. "You must be present to win!" Being focused on what's happening right now, right in front of us, is a skill - one that the fishmongers used while we were there. They offered samples, engaged customers in conversation, and paid attention. It worked for them just like it works for kids who pay attention in

school, for nurses who pay attention to their patients - and for sweethearts who pay attention to each other.

The *Fish* lessons are simple and direct. And they are great reminders of ways we can all bring more joy, more focus, and more *done well* to our work and our lives.

Get Present (s) !

'Tis the season to rack your brains for giving. My favorite choice is books. Often I choose one great book and order it for all my friends and family. Boy would I be honored if you chose that with one of my books!



Love Builders - available for \$14.95 through www.valuesrealization.org. Proceeds help support the Values Realization Institute which creates, empowers, and supports a growing community of people who live and teach their values.

My Uncle Dave \$9.35.
Find the Love of Your Life! \$15.95
Buy them both and save on shipping - \$4.00. New York residents pay 7% sales tax.



Order them by contacting me at sally@healthypeoplelearn.com.

A Healthy Person Gets Around!

This is the time of year when I get to hunker down at home for a while. Can you think of a better time for that? But here are a few travel dates that are coming up.

Dec 1-3, I'll be in Albany learning how to help school-age care programs become accredited by the National Afterschool Association.

March 22, I'll work with the New York State Association of Conservation Districts on Getting What You Want From People - with Skill and Tact.

And May 13-15, I'll be attending and presenting at the Values Alive 2005 Conference in Valley Forge, PA. Get updates on www.valuesrealization.org!

