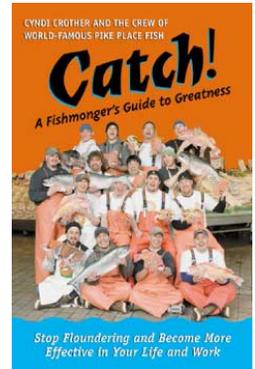


A “Day” in the life of the World Famous Pike Place Fish

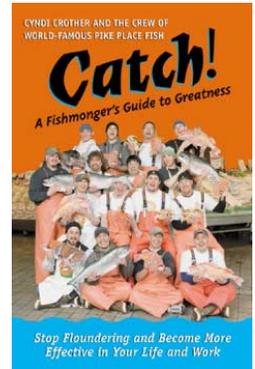


Organizational **Greatness** starts with *Individual Greatness*

Fish *Language* is simply a tool to help you understand the underlying guiding principles shared in the Fishmongers stories

The intention of *Catch* is to offer you the tools to put the Fishmongers *Beliefs* into *Action* and to become more *Effective* in your **Life** and **Work**.

Ordinary to Great



It's all over here?

The **Catch** is that “Ordinary Happens” & **Greatness** is **Generated**.

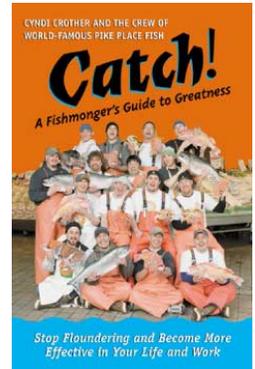
Being.....**Doing**.....**Having**:

Your core **Beliefs** and underlying **Assumptions** (Being) will determine your **Actions** and **Behaviors** (Doing), which results in **Outcomes** (Having)

Be Great in all that you Do!

Nothing “Happens to you”....Things Happen,
and you **Chose** how to respond to them

Intention & Commitment

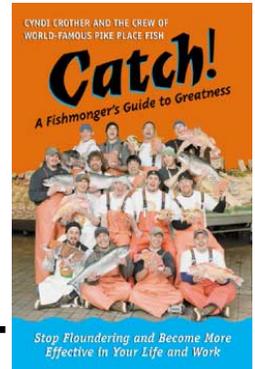


Actions and *Behaviors* are derived from your **Commitment** to making your intended **Goal**.

In order for a *Transformation* from **Ordinary** to *Great* to occur, you must allow your **Intention** to guide you.

Once you establish your **Intention** and **Commit** to making that outcome happen, you must relinquish your attachment to the **Outcome**, and let the *Possibilities* unfold.

Opportunities & Transformations



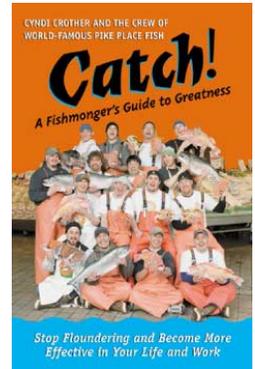
The path does not determine who you are now....
The **Opportunities** that await you do!

An **Opportunity** is a favorable junction of circumstance, or a good chance for **Advancement** and **Growth**.

Every moment includes an **Opportunity** to change the course of a situation, and each situation includes hundreds or thousands of such **Opportunities**.

In an **Ordinary** life, we simply accept whatever is thrown our way, and we react as if there is only one path. On the path to **Greatness**, however, we must recognize that there are an **Infinite number of paths**.

Shaping your Reality

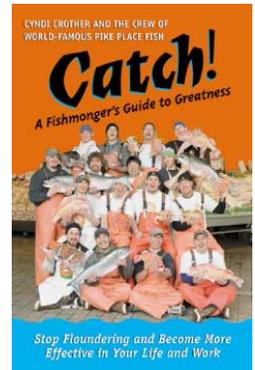


Your **Language** and your **Actions** reflect your **THINKING!**

Language is a powerful tool connecting you to your Reality and to another human being.

Changing your **THINKING** about something will change your **Experience** as well.

Problems are a Good Thing

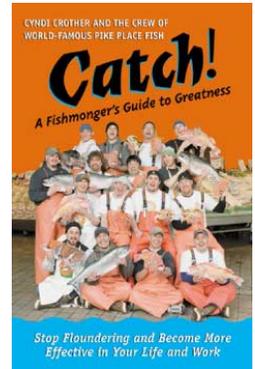


Most **Opportunities** for **Transformation** come out of a **Problem** or a **Conflict** of some sort.

Conflict occurs when your **Experience** does not match your **Expectations**, when the ego gets in the way, or when “it’s all over there”.

The bigger the **Problem**, the **Greater** the **Opportunity** for **Transformation**.

Live what Inspires You



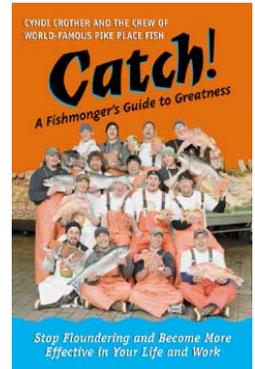
You will generate **Greatness** when you start Expanding your **Focus** and **Intention** beyond Yourself.

Fun does not happen without **Commitment** to making a **Difference** for other People.

Greatness cannot come at the **Cost** of someone's **Performance**.

Transformation begins with **You Exactly as You Are!**

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