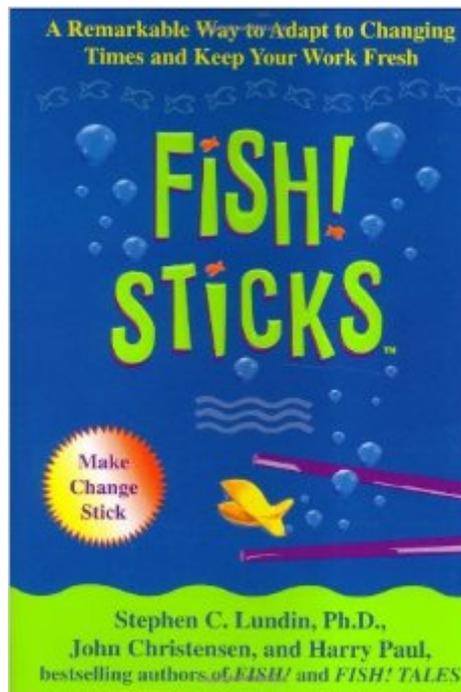


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# Fish! Sticks: A Remarkable Way To Adapt To Changing Times And Keep Your Work Fresh



## Synopsis

The 'o-FISH!-al' follow-up to the phenomenal bestselling Fish! and Fish! Tales, Fish! Sticks is a stand-alone business parable that shows you how to come up with a vision for your business and how to keep it alive, vital, and renewed through tough times, such as turnover in management and staff or a troubled economy. Using the example of a hugely successful, fictional sushi restaurant as a model for a vision of continual renewal, Fish! Sticks employs the same kind of easy-to-read story that was used in Fish! to illustrate its three major principals of continued success: Commit, Be It, and Coach It. When Stephanie, a new manager, takes over from a wildly popular and now promoted boss, she is faced with the problem of how to keep spirits up in a corporate unit that has, frankly, started to get bored and cranky and revert to its old ways. But then she visits the amazing Taka Sushi (formerly Taka Teriyaki), with its lines of customers cheerfully waiting for hours to get in. Soon, she realizes that the way to keep her employees motivated and her customers delighted can be learned from a bunch of waiters who teach one another everything they need to know. And when she finds out just how the owner of Taka knew to switch her main bill of fare from teriyaki to sushi long before anyone else, what she really discovers is the secret of keeping your work fresh.

## Book Information

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## Customer Reviews

How do you get a group of people to adopt new strategies of coping with change? This story provides food for thought. I recommend you read it along with Optimal Thinking: How to Be Your Best Self. When we use Optimal Thinking, we take the most constructive actions and achieve what

is supremely important.

As a manager in a government agency, I utilized the first Fish! book with our team as a part of our Manager's meeting last year this time. It was widely regarded as the best meeting we've ever had. Everyone loved it. Everything that the first book indicated would happen did. It was really pretty awesome. We are now widely regarded as the the best shops in the state, largely because of the practices we put in place with the first book. We are in the planning stages of this year's manager meeting, and I was looking for a topic for the meeting. Fish! Sticks fits the bill perfectly. Ironically, we were at a point where we were just going to cob some boring presentation together because we had reached exactly the point that this book talks about where we have sorta gotten back to our own ways, prior to the change. This one evening read was just what the Dr. ordered! I strongly recommend the entire set for folks in managerial positions.

The well known FISH! philosophy can be applied to the health care setting. In this series, the 6th floor of a local hospital is transformed by the FISH! philosophy started by a nurse manager. After she leaves, the health care administrators are concerned that the FISH! philosophy was just a gimmick. They plan to ensure a lasting change. This is achieved by helping employees make an internal change of heart rather than only an external or pep rally type of change. The application to health care is very timely and may be very helpful to nurse managers and nursing staff, especially those who work on units with low morale.

Change starts with the infusion of external energy and a promise of better things. But soon the gravity of the old ways pulls it back. This book is about sustaining the change process by using our internal energy. Fish! was a good parable with lots of excitement at the Pike place fish market. This is a forward integration, moving up the value chain. We are in Takara Too, a sushi restaurant, where customers don't mind waiting in long queues for the wonderful experience once inside and to be received by a loud cheer from the staff. If you have forgotten your reading glasses and have difficulty in reading the menu card, the waiter will be pleased to offer you half a dozen variations of reading glasses that can help. If your favorite beverage is not on the menu, it is sourced from a nearby store before you realize. The good news is that the principles behind such a marvelous atmosphere to work in apply to workplaces in any industry. It is important to Find IT, Be IT and Coach IT. At the end, I realized that the personal tragedy Steve Ludin (author) suffered has had its impact on the story. The loss of Beth, his thirty-one year old daughter in a car accident to whom this

book is dedicated. Beth lived a full life true to the spirit of Fish!. In her memory, I rededicate my commitment to Fish!

You're back in the fishing boat with the crew that brought you the successful Fish! and Fish! Tales. Offering another finny fable, Stephen C. Lundin, John Christensen and Harry Paul present a business parable based on creating and sustaining successful change. The book uses the same fictitious approach as the other two Fishling trips, but this time the story is set at a hospital's nursing station. The agent-of-change head nurse has departed and the new head nurse feels that the group is losing its vision. Then, she discovers that a local sushi restaurant is a model of excellence, and all goes swimmingly after that. Although the advice offered isn't particularly unique, some may find a certain charm in the story. Given that this is round three, the format may seem a little repetitive to those who have already Fish!ed. If you want to catch the core of the message on your first cast, look for the highlights on the occasional pages in whale-size type. We recommend the basic common sense of these messages, even if the storytelling is a little fishy.

When I come across the negative reviews like the one below, I want to scream "Get a clue!" Employees who are given business books, as most are these days, are simply not going to read the ones that are 300 pages and full of business jargon and hard-to-follow management philosophies. As someone who formerly ran the world's largest business book club (and who, frankly, used to have a problem with these kinds of books), I soon realized that my members were clamoring for the easy-to-read, back-to-basics approach that books like "Fish!" and "Beans" espoused. There probably hasn't been anything totally new in the world of business since the Industrial Revolution, and these books, while overly simplistic for some people, speak to the masses like none other. If you have a staff that needs to be reminded about dealing with change, staying motivated, and honoring the customer, take the bait and serve up the books in the "Fish!" series. They'll thank you and you'll find your business climate improves in a matter of weeks, if not days. And "Beans" makes a very nice companion book, too.

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