

## **What is the FISH! Philosophy?**

The FISH! Philosophy includes four simple, interconnected practices:

**Be There** is being emotionally present for people. It's a powerful message of respect that improves communication and strengthens relationships.

**Play** taps into your natural way of being creative, enthusiastic and having fun. Play is the spirit that drives the curious mind, as in "Let's play with that idea!" It's a mindset you can bring to everything you do.

**Make Their Day** is finding simple ways to serve or delight people in a meaningful, memorable way. It's about contributing to someone else's life, not because you want something out of it, but because that's the person you want to be.

**Choose Your Attitude** means taking responsibility for how you respond to what life throws at you. Once you are aware that your choice impacts everyone around you, you can ask yourself, "Is my attitude helping my team or my customers? Is it helping me to be the person I want to be?"

Through The FISH! Philosophy, we build stronger relationships with the team members we work with, the customers we serve, the students we teach and the people we love.