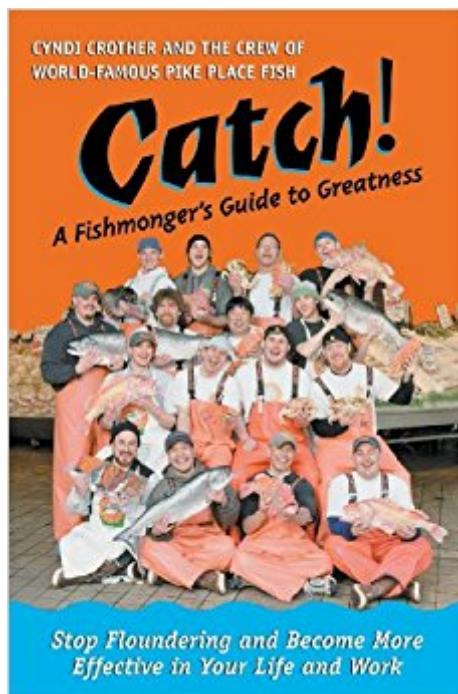


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# Catch!: A Fishmonger's Guide To Greatness



## **Synopsis**

With the publication of the mega-seller Fish!, the Pike Place Fish Market became famous both for its fascinating work culture and as a striking model for personal and business success. Catch! continues where Fish! left off, taking readers behind the scenes at the market for more life lessons. Written by the fishmongers themselves, the book offers some profound insights into creating powerful life experiences, with examples of how those insights look in action, in the fishmongers' lives. Catch! covers a wide range of concerns - the difference between ""being"" and ""doing,"" dovetailing the crew's and management's financial and humanitarian goals, sharing the power of language and personal thoughts and opinions, coaching and acknowledgment, and facing - and overcoming - breakdowns. The principles and stories from mongers like Jeremy, who overcame a brain tumor, show readers how to go from the ordinary to the extraordinary in all areas of their lives.

## **Book Information**

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## **Customer Reviews**

In consultant Cyndi Crother's Catch! the fabled Pike Place Market fishmongers in Seattle explain a shared philosophy of work and life in their own words. The author's work as anthropologist--she interviewed and flung fish with 17 crew members--allows her to translate their inside jokes and shoutouts into habits of mind to "transform ordinary into great." Crother manages to keep Piscean puns to a minimum (stop floundering, how to get off the hook) and skillfully applies the principles of mind-over-matter cognitive psychology. Several phrases are key. "It's all over here," is an expression of personal responsibility and choosing a positive response to create the outcome.

"What you say is what get" is a mantra for using choosing your words to change your mind. These ideas of self-reliance, intention and language as reality are not new. Yet Crother gives them a fresh and practical application in the photos of individual fishmongers and in their words. Whether reading about Jeremy's ordeal of chemotherapy or Bugge's finessing the customer who was showered with ice from a flying fish, readers will find the most animated and instructive stories since *Finding Nemo*.

--Barbara Mackoff --This text refers to an out of print or unavailable edition of this title.

Popular with tourists and television cameras alike for its employees' fish-throwing antics, Seattle's World Famous Pike Place Fish Market was labeled by CNN as America's "most fun place to work" in 2001. But it's "the philosophies behind the fun" that have made the fishmongers (and their consultant/Svengali Jim Bergquist) the darlings of the business-motivational lecture circuit. Quality assurance and corporate training expert Crother has collected their briny New Age wisdom in this slender but still turgid and repetitive volume. There's little here about actually running a fish stall—"I try to clean the cooler out as much as I can in terms of getting rid of all the fish" is as substantive as it gets—but there's a lot about personal growth and transformation, forging meaningful relationships with customers, and being present in the fish-selling moment. The message is one of empowerment and fulfillment, embodied in the slogan "it's all over here" (meaning "each person is solely responsible for his or her thoughts, feelings, emotions, decisions, actions—everything") and oft-repeated mantras about "generating greatness" and transcending our circumstances by "choosing" our attitudes and actions. The fish-mongers thus underscore the familiar business-motivational theme that even the most mundane service-sector occupation is an opportunity for self-actualization, a conceit generalized to such non-seafood contexts as stalled traffic ("I have learned not to resist where I am because that is where I am") and even personal health ("I am choosing to make this a powerful event in my life," one worker says of his brain tumor). Ultimately, though, the fishmongers' Buddhist-inflected doctrines ("our perceptions determine our reality") as gathered by Crother amount to little more than positive-thinking bromides. Photos.

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My first exposure to Pike Place Fish was when my wife and I viewed a video about Seattle while planning a trip to Northwestern Washington in 2010. Here were these guys wearing orange rubber aprons in this fish market and they were tossing these huge salmon over the heads of their customers. The order taker would select a salmon for the customer, holler at the guy at the

wrapping table near the cash register and hurl the fish. I waited for it to slip through the catcher's fingers and hit the floor with a satisfying "splashing" sound, but it never did. It got caught. The customers applauded and - amazed at all this - I said to myself, "This is something I have to see!" So, we ended up staying in Seattle right on a streetcar line that took us straightaway to Pike Place Market. It was everything we saw on the video and more. Fishmongers hooting and having fun, customers having fun, business was booming. Even my purchase of a 4 ounce slice of smoked salmon for a snack was tossed through the air. And, all the workers were busy, efficient, having fun with the customers and attracting a large crowd. Many photos were taken. I have my share. What was the secret to this dynamic, money-making, good times, fish selling, chaotic-looking, mini dynamo called Pike Place Fish? The team of people who work there, in coordination with a writer, actually published a book containing their secrets for individual and team success and it is all here in this book titled "Catch". My wife and I both read the book. Then we studied the process laid out in the book. Then we began to apply the principles and actions. We learned how to tell when we are "floundering" or "hooked" or blaming others for our own issues in dealing with adverse experiences. We figured since we had seen the Pike Place Team in action, we knew the stuff in their book works. We learned a new language - the language of the Fishmongers - and it helps us cut to the core of why we react the way we do to people cutting in line, cutting us off in traffic, providing poor service and etc. If we change how we choose to react then we change the outcome. If we focus on the actions we need to perform rather on the end goal, then we have a better chance to reach that goal. If we work to help the entire team and all of its members to reach their goals, then we will reach our own goals. The book makes this clear and the reader absorbs the process. I have taken many motivational courses about how to reach team and individual goals, but this book is more effective for me when it comes to learning the thought process and mechanics of setting and reaching world class goals and performance. The book works if you let your mind open to new language! It is worth 5 stars for results. I was tempted to downgrade to 4 stars because it could have been better written, but then I decided that it is what it is. The language is how the fishmongers talk and how they think. The fact that the book is helping us improve our daily lives and ability to communicate is worth a 5.

If this book does not inspire you to come alive and get going with your life, nothing will. And it is not some philosopher's old boring stuff; it is real life from ordinary fish mongers. It is down-to-earth information that is easily read, easily understood, and easy to apply to your own life. I plan to reread this little book several times a year to remind me what any person can easily do to become "great." The whole idea of the Pike Place Fish Market is inspirational. If you have ever been to the

market in Seattle, you will be quite inspired and maybe even a happier person right away because if it. The people who work there are inspirational. They are succeeding personally and as part of a team. They are very happy to be working where they are. They have a formula for success that is really working, and working for ordinary people. This is why they sell tons of fish on the Internet. This is why they perform training programs all over the country. This is why they sell so many books and videos and T-shirts. If you do not check into this source of inspiration you are losing out. I'm so glad I know about Fish!

If you like what you do and you are looking for a fresh approach, an approach that seems almost to good to be implemented in the workplace then buy this book, read it and review it often because it really works in life and at work.

was recommended by a boss I had. Pretty decent read, and short too.

Interesting business model!

Exactly what I was in the market for!!! With it I feel so powerful that words can not describe the feeling!! Two thumbs up!!!

A++++++

It wasn't at all what I expected, it was much, much, more! The basic steps to go from average to great.

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