

Could we have as much fun as  
the Pike Place Fish guys?

This is the question everyone asks themselves after they've watched **FISH!** So we've designed this playbook to help you discover that the answer is "Yes! Yes! Yes!....And More!"


Have fun with your playbook. Feel free to write anywhere you want. We specifically encourage it wherever you see this icon. Just do it neatly. (Kidding! In fact, you don't even have to spell correctly.)

Write down any questions you think are important. Add your own exercises. Draw. Have fun.

Whatever you do with this playbook, and ultimately, whatever you do on the job from this day forward, we encourage you to throw yourself into it with the enlivened spirit of **FISH!**



# PLAY



Some people think play is the opposite of work. You're either playing or working. Playing at work is usually done on the sly. It's considered unproductive, unhelpful, and unprofitable.

Every day the Pike Place Fish guys prove that wrong. Their play works *for* them. It makes their jobs more enjoyable than they would be otherwise, it draws in business and it actually helps them accomplish some of their tasks better than if they just slogged through the day.

 Play makes your job fun.

 Play energizes the creativity and problem-solving abilities within you.

 Play pleases customers, and team members.

 Play makes boring tasks easier to do.

 Play makes time pass more quickly.



**"You find ways of playing.  
It doesn't have to be throwing a fish."**

**In fact, you don't  
have to throw ANYTHING!**

What  other ways can you **PLAY** at work?

**SAMPLE**

**How can you involve your  
customers and co-workers?**

