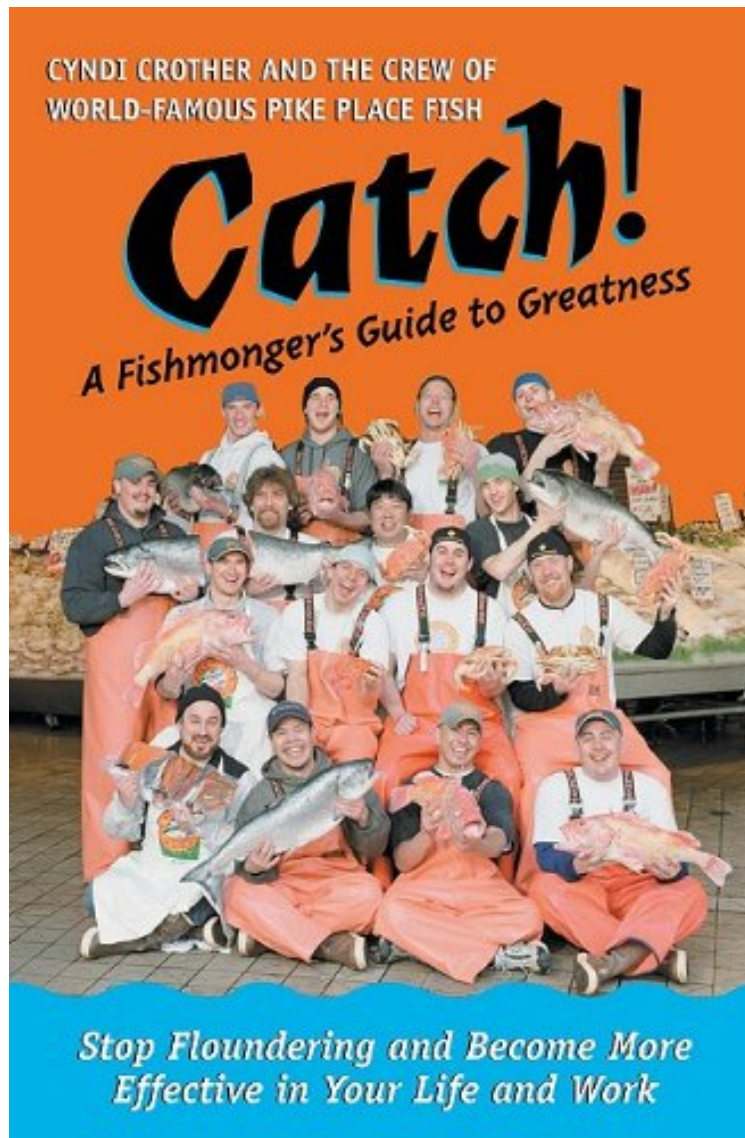


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## Catch!: A Fishmonger's Guide to Greatness

Cyndi Crother

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**Cyndi Crother** : **Catch!: A Fishmonger's Guide to Greatness** before purchasing it in order to gage whether or not it would be worth my time, and all praised **Catch!: A Fishmonger's Guide to Greatness**:

0 of 0 people found the following review helpful. Now I Understand The Magic At Pike Place FishBy Esteban EssMy 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 "sploshing" 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 5.7 of 7 people found the following review helpful. Most inspirational book I have read lately!By BarnBoyIf 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!0 of 0 people found the following review helpful. If you like what you do and you are looking for a ...By Mark M.If you like what you do and you are looking for a fresh approach, an approach that seems almost too 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.

Seattle locals and tourists alike flock to Pike Place each day to watch the fish fly. But Pike Place Fish is about more than just crowd-pleasing entertainment --- there is an underlying philosophy at work that has made the market both wildly successful and internationally renowned.In an unusual combination of oral biography and practical business blueprint, Crother and the fishmongers take you behind the scenes at the famous market to illustrate the PPF philosophy and reveal the underlying assumptions that have made PPF the international phenomenon it is today.Catch! shows that to be "ordinary" is to be a victim of circumstances, responding to whatever comes one's way. To be "great" is to realize that anyone can live an extraordinary life. At Pike Place Fish, everyone is responsible for transforming themselves from ordinary to great by creating their own reality. The authors explore the issues of goals --- financial, personal and humanitarian --- and intention, showing how the crew itself creates these goals and works towards them in collaboration.Most importantly, Catch! examines the power of possibility and shows how you can achieve greatness in your own life. Catch! explores such guiding principles as coaching and acknowledgment that are lacking in many businesses, and shows that you, too, can be the prime mover in your own experience.