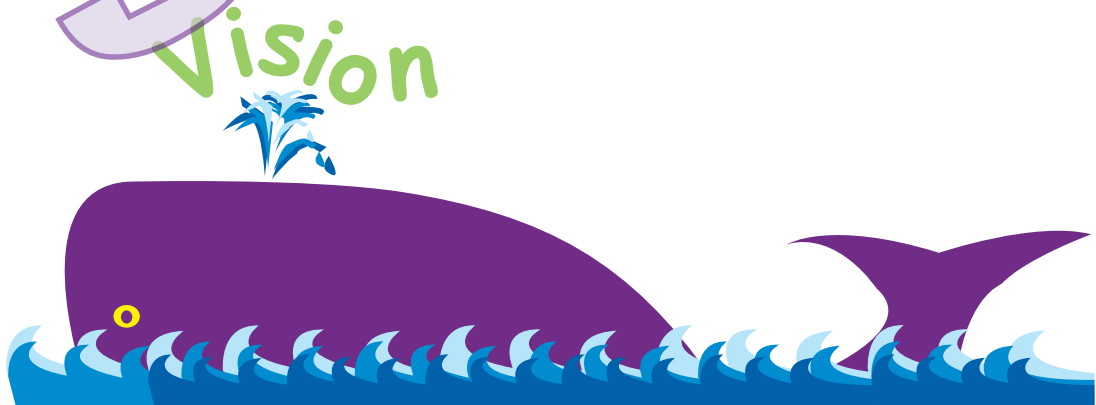


FISH! STICKS

Getting a vision to stick is a **whale** of a problem. Millions of dollars are spent by organizations each year developing visions, missions, purposes, and beliefs. Much of that money is wasted since the typical vision has only a short life before it fades into obscurity. The vision statement may still be posted on the wall, but it often lacks the people power to make a difference.

The World Famous Pike Place Fish Market has kept its remarkable vision alive for many years. The fishmongers we meet in the video FISH! STICKS rely on three fundamental principles that are key to **making a vision stick**—that is, keeping it alive and vital.



The three key principles of
FISH! STICKS are:

BE IT

A vision becomes real when members of the vision community choose to live the vision. Be It means that the vision has a life only if the employees know it, understand it, commit to it, and will take responsibility for creating it, daily, hourly, even moment to moment. For that reason, the individual acts of accountability that bring a vision alive are called "vision moments."

COMMIT

Throughout history, we humans have associated with causes larger than ourselves. We long to commit to something worthwhile. Yet we hate being coerced or manipulated. At the World Famous Pike Place Fish Market, each person is invited to enroll in the vision. It is a personal choice.

COACH IT

The fishmongers at The World Famous Pike Place Fish Market constantly give and receive feedback within the framework of the vision. It is their way of taking corrective action in real time. Coaching encourages the free flow of information across position and rank, increasing the probability of correcting actions that are inconsistent with the vision, and developing new actions that support the vision. Coaching leads to self-correction and innovation.



VISION

The fishmongers share a vision. For them it includes the idea of being world famous and principles that guide their work at the market: *choosing their attitude, playing, being there, and making the day* of customers and co-workers alike. As you begin your journey to make **your** vision more resilient, take a moment to clarify that vision. It might be a vision for your department, team, division or organization. Write the vision in your own words and then share it with a colleague. Ask your colleague to share her or his version with you. Keep sharing and watch the clarity and commitment emerge from your conversations.



Our *vision* is...

(When the fish guys started their vision search, they knew they wanted to get along with each other, deliver great service, and have the best fish. What are the elements of your vision?)

The elements of our vision include...

My place in this vision is...

Start now!

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