



LEARN ABOUT THE FISH! CULTURE AT BOYD BROS.

The FISH! Philosophy is a set of simple, practical tools to help create a desirable work culture. It's a way to build stronger relationships that equip you to face your challenges more effectively. The FISH! Philosophy fulfills the most basic needs of human beings who, in turn, fulfill the needs of the organization—more connected teams, better communication, extraordinary service and higher retention. Those simple, practical tools are:



PLAY™

Play:

Lightheartedness in an environment that is fast paced and full of mission-critical projects and goals.

BE THERE™

Be There:

See discovery and diversity in daily interactions lead to partnerships and lasting experiences.

MAKE THEIR DAY™

Make Their Day:

Build partnerships and sustainability by being mindful of the needs of others and balancing our ability to serve with our business goals.

CHOOSE YOUR ATTITUDE™

Choose Your Attitude:

Live fully engaged lives, aware of our choices, and understanding how our choices affect others.

We want to:

- o Empower and motivate through compassion and trust
- o See our job as a tool to make our lives complete
- o Find fresh new ways to approach our workplace
- o Explore the power in personal accountability and commitment
- o Open ourselves to the unlimited potential that exists within us

Find out how these 4 Basic Principles can affect your life at www.fishphilosophy.com