

# Stretching Your Sense of Service



**H**ow far does your service go? And how much farther can you stretch it?

If you serve customers, do you stretch to do it better every day? Are you eager to learn from colleagues and mentors, seminars, books, websites, and a healthy dose of candid customer feedback?

If you provide internal service, do you reach across functional lines, or stay stuck inside your departmental 'silo'? Is your communication with colleagues and partners positive, proactive and persistent?

If you serve in your community, do you volunteer time and stretch a little more by asking others to join you?

If you serve your family, do you reach out with a higher level of attention and affection every day?

If you serve the planet, are you ecologically aware? Do your actions inspire and educate the neighbors?

If you serve humanity, do you cultivate true compassion, patience, kindness, respect and encouragement of others?

If you serve all life, have you expanded your sense of life itself and your understanding of what it means, being here 'in service'?

## Key Learning Point

---

Service is a great line of work, and those of us who do it daily are certainly among the fortunate on Earth. You can increase your good fortune, and that of others, by deepening your commitment and expanding the impact of your service every day.

## Action Steps

---

Make an extra effort to s-t-r-e-t-c-h your sense of service. Each day, offer a little more than you did yesterday.

Mohd Azalan Hamzah

Head  
Muamalat Academy  
Human Resource Management  
Bank Muamalat Malaysia Berhad

**HP No. 019-2211803**  
**DL No. 03-20591276**