

SERVICE CAN CHANGE THE WORLD

But service is menial work

No, it is so much more

MISUNDERSTANDINGS

1

It's just customer service

service > customer service

2

Service is complicated

No, it's just
HELPING PEOPLE

3

It's a nice-to-have

No, it's a need-to-have

4

I'm no one's servant

IT'S NOT ABOUT BEING
in service of
OTHERS

IT'S ABOUT BEING
of service to
OTHERS

5

But it's a dog-eat-dog world

NOT REALLY

we are more successful cooperating

It's our human superpower

TRUTH IS:

Service is everywhere

It's key to our survival

It's about helping people

...by bringing value

But we've become
very self-interested

...and it's getting worse

WE CAN DO BETTER

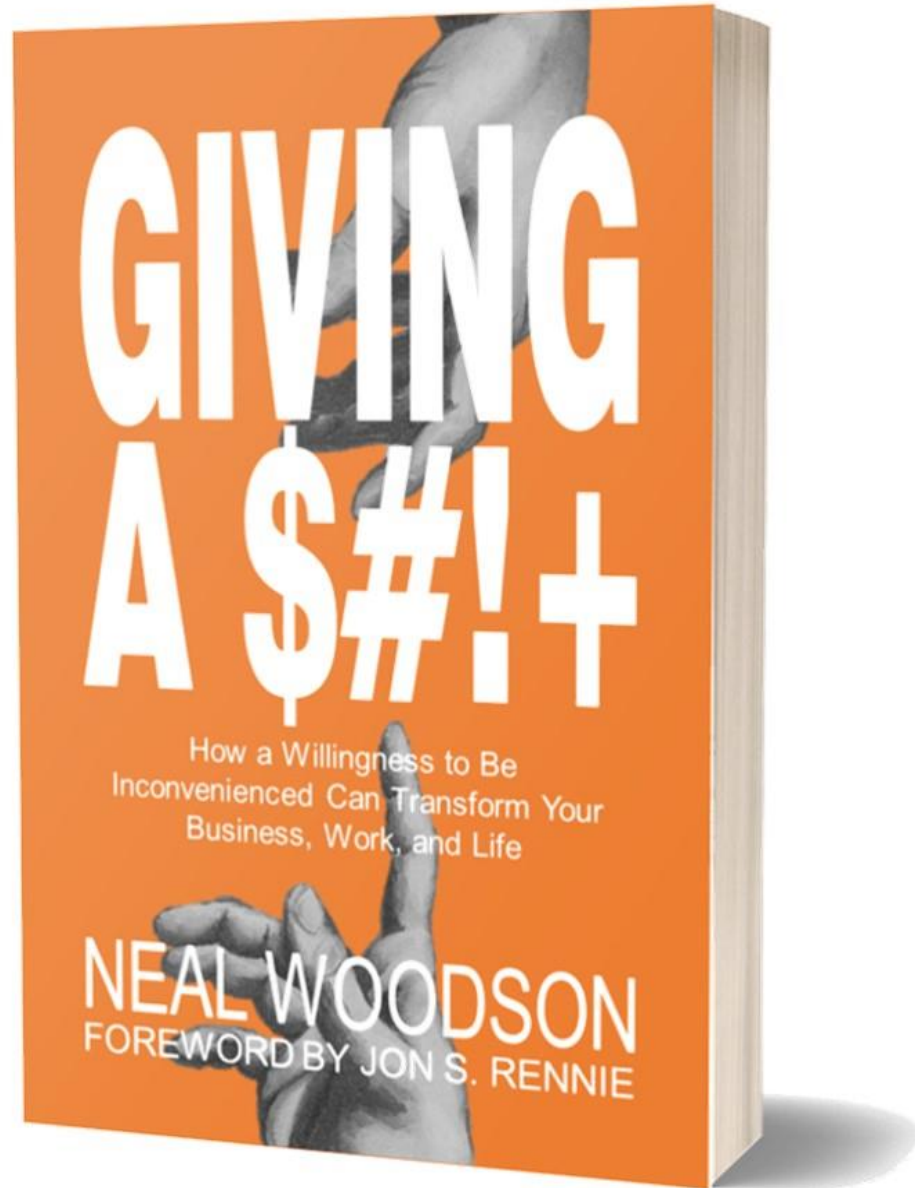
Be concerned about people

Be willing to be inconvenienced

Look for opportunities to help

You can change the world

If you just give a \$#! +



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