



Determining Your Core Values

To help provide clarity on your core values, select nine of these values that most resonate with you. Then, eliminate two. Keep eliminating two values until you get to 2-5 core values and have great difficulty eliminating any more.

Note: this is not an exhaustive list, merely some commonly mentioned possibilities. Feel free to consider and select values that do not appear below.

Accountability	Credibility
Achievement	Curiosity
Adaptable	Customer focus
Advancement	Daring
Adventurous	Decisiveness
Affection	Democracy
Aggressive	Dependability
Agility	Determined
Appreciative	Discipline
Artistic	Diversity
Autonomy	Don't look back
Balance	Duty
Being present	Ecological awareness
Bravery	Economic security
Career growth	Education
Caring	Effectiveness
Challenge	Efficiency
Change	Emotional
Citizenship	Empowerment
Collaboration	Energetic
Colorful	Engagement
Commitment	Enthusiasm
Community	Entrepreneurial
Competence	Equality
Competitiveness	Ethical
Completion	Excellence
Confidence	Excitement
Connecting	Fairness
Consistency	Faith
Contribution	Fame
Cooperative	Family
Courage	Financial security
Creativity	Flexibility

Forgiveness
Freedom
Friendship
Frugality
Fun
Generosity
Gratitude
Grit
Growth
Happiness
Harmony
Health
Helpful
Honesty
Hope
Imagination
Independence
Individualistic
Influential
Innovation
Insatiable
Inspiring
Integrity
Intellectual
Inventiveness
Involvement
Justice
Kindness
Knowledge
Leadership
Learning
Legacy
Leisure
Limitless
Location
Love
Loyalty
Mastery
Meaning
Merit
Mindful
Modesty
Money
Motivation
Nature
Open-mindedness
Optimistic
Order
Passion

Patience
Pay it forward
Peace
Perseverance
Persistence
Physical challenge
Play
Pleasure
Politeness
Positivity
Power
Practicality
Presence
Privacy
Proactive
Prudence
Professionalism
Purity
Purpose
Push through
Quality
Question authority
Quirky
Realism
Recognition
Relationships
Reliability
Religion
Reputation
Resilience
Respect
Responsibility
Risk-taking
Safety
Security
Self-control
Self-development
Self-reliance
Self-respect
Serenity
Service
Sensibility
Simplicity
Sophistication
Spirituality
Stability
Status
Stewardship
Strength

Structure
Supportive
Surprise
Sustainability
Teamwork
Tradition
Travel
Trust
Truth
Uniqueness
Urgency
Variety
Vision
Vitality
Wealth
Winning
Wisdom
Wow
Zest