



Sample Core Values List

This is not an all-inclusive list. Some of the words sound very similar but could elicit a different meaning. Scan through and find words here or other words that come to mind that are meaningful to you as important values that might guide your life.

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|---------------------|--------------|------------------------|
| Above and Beyond | Belief | Clients |
| Acceptance | Belonging | Coherence |
| Accessibility | Beneficent | Collaboration |
| Accomplishment | Benevolent | Comfort |
| Accountability | Best | Commitment |
| Accuracy | Best People | Common Sense |
| Achievement | Boldness | Communication |
| Action-Oriented | Bravery | Community |
| Activity | Brilliance | Compassion |
| Adaptability | Briskness | Competence |
| Adventure | Calmness | Competency |
| Adventurous/-some | Candid | Competition |
| Affection | Candor | Competitive |
| Aggressiveness | Capability | Complacency |
| Agility | Capable | Completion |
| Alertness | Care | Composure |
| Altruism | Carefulness | Comprehensive |
| Ambition | Caring | Concentration |
| Amusement | Certainty | Concern for Others |
| Anti-Bureaucratic | Challenge | Confidence |
| Anticipation | Change | Confidentiality |
| Anti-Corporate | Character | Conformity |
| Appreciation | Charity | Congruency |
| Approachable | Charm | Connection |
| Ardent | Chastity | Consciousness |
| Assertiveness | Cheerfulness | Consistency |
| Attention to Detail | Citizenship | Contentment |
| Attentiveness | Clarity | Continuity |
| Availability | Classy | Continuous Improvement |
| Awareness | Cleanliness | Contribution |
| Balance | Clear | Control |
| Beauty | Clear-Minded | Conviction |
| Being the Best | Cleverness | Cooperation |

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Coordination	Discovery	Expertise
Cordiality	Discretion	Exploration
Correct	Diversity	Explore
Courage	Dominance	Expressive
Courtesy	Down-to-Earth	Extrovert
Craftiness	Dreaming	Exuberance
Craftsmanship	Drive	Fairness
Creation	Durable	Faith
Creativity	Duty	Faithfulness
Credibility	Eagerness	Family
Credible	Ease of Use	Family Atmosphere
Cunning	Economy	Famous
Curiosity	Education	Fashion
Customer Focus	Effective	Fast
Customer Satisfaction	Effectiveness	Fearless
Customer Service	Efficiency	Ferocious
Customers	Efficient	Fidelity
Daring	Elegance	Fierce
Decency	Empathy	Finesse
Decisive	Employees	Firm
Decisiveness	Empower	Fitness
Dedicated	Empowering	Flair
Dedication	Encouragement	Flexibility
Delight	Endurance	Flexible
Democratic	Energetic	Fluency
Dependability	Energy	Focus
Dependable	Engagement	Focus on Future
Depth	Enjoyment	Foresight
Determination	Entertainment	Forgiveness
Determined	Enthusiasm	Formal
Development	Enthusiastic	Formidable
Devotion	Entrepreneurship	Fortitude
Devout	Environment	Freedom
Different	Equality	Free-Thinking
Differentiation	Equitable	Fresh
Dignity	Eternity Perspective	Fresh Ideas
Diligence	Ethical	Friendly
Diplomacy	Exceed Expectations	Friendship
Direct	Excellence	Frugality
Direction	Excitement	Fun
Directness	Exciting	Galant
Discernment	Exhilarating	Generosity
Discipline	Experience	Generous

Genius	Informative	Maturity
Genuine	Innovative	Maximizing
Giving	Inquisitive	Maximum Utilization
Global	Insight	Meaning
Good	Insightful	Meaningful
Goodness	Inspiration	Meekness
Goodwill	Inspirational	Mellow
Gracious	Integrity	Members
Gratitude	Intelligence	Memorable
Great	Intensity	Merciful
Greatness	International	Merit
Growth	Intuition	Meritocracy
Guidance	Intuitive	Meticulous
Happiness	Invention	Mindful
Happy	Investing	Moderation
Hard Work	Investment	Modesty
Harmony	Inviting	Motivation
Health	Irreverence	Mystery
Heart	Irreverent	Neat
Helpful	Joy	Neatness
Heroism	Joyful	Neighborly
History	Just	Nerve
Holiness	Justice	Nimble
Honesty	Kindness	No Bureaucracy
Honor	Knowledge	Noble
Honorable	Lasting	Non-Conforming
Hope	Leadership	Nurturing
Hopeful	Learning	Obedience
Hospitality	Legacy	Objective
Humility	Legal	Open
Humor	Level-Headed	Open-Minded
Hygiene	Liberty	Openness
Imagination	Listening	Opportunity
Immovable	Lively	Optimism
Impact	Local	Optimistic
Impartial	Logic	Order
Impious	Longevity	Organization
Improvement	Love	Original
Inclusive	Loyal	Originality
Independence	Loyalty	Outrageous
Individuality	Malleable	Outstanding
Industry	Marriage	Partnership
Informal	Mastery	Passion

Patience	Productivity	Rigor
Patient-Centered	Profane	Risk
Patient-Focused	Professionalism	Risk Taking
Patients	Profitability	Rule of Law
Patient-Satisfaction	Profits	Sacrifice
Patriotism	Progress	Safety
Peace	Prosperity	Sanitary
People	Prudence	Satisfaction
Perception	Punctuality	Security
Perceptive	Purity	Self-Awareness
Perfection	Pursue	Self-Motivation
Performance	Pursuit	Self-Responsibility
Perseverance	Quality	Self-Control
Persistence	Quality of Work	Self-Directed
Persistent	Rational	Selfless
Personable	Real	Self-Reliance
Personal Development	Realistic	Sense of Humor
Personal Growth	Reason	Sensitivity
Persuasive	Recognition	Serenity
Philanthropy	Recreation	Serious
Planning	Refined	Service
Play	Reflection	Shared Prosperity
Playfulness	Relationships	Sharing
Pleasantness	Relaxation	Shrewd
Poise	Reliability	Significance
Polish	Reliable	Silence
Politeness	Religious	Silliness
Popularity	Resilience	Simplicity
Positive	Resolute	Sincerity
Potency	Resolution	Skill
Potential	Resolve	Skillfulness
Power	Resourceful	Smart
Powerful	Resourcefulness	Solitude
Practical	Respect	Speed
Pragmatic	Respect for Others	Spirit
Precise	Respect for the Individual	Spirituality
Precision	Responsibility	Spontaneous
Prepared	Responsiveness	Stability
Preservation	Rest	Standardization
Pride	Restraint	Status
Privacy	Results	Stealth
Proactive	Results-Oriented	Stewardship
Proactively	Reverence	Strength

Structure
Sturdy
Succeed
Success
Support
Surprise
Sustainability
Sympathy
Synergy
Systemization
Talent
Teamwork
Temperance
Thankful
Thorough
Thoughtful
Timeliness
Timely
Togetherness
Tolerance
Tough
Toughness
Traditional
Training

Tranquility
Transparency
Trust
Trustworthy
Truth
Understanding
Unflappable
Unique
Uniqueness
Unity
Universal
Useful
Utility
Valiant
Valor
Value
Value Creation
Variety
Victorious
Victory
Vigor
Vigorous
Virtue
Virtuous

Vision
Vital
Vitality
Warmth
Watchful
Watchfulness
Wealth
Welcoming
Wellbeing
Willfulness
Winning
Wisdom
Wonder
Work/Life Balance
Worldwide
Worship
Yes-minded
Youthful
Zen