



Sample Core Values List

Above and Beyond	Beauty	Competence
Acceptance	Being the Best	Competency
Accessibility	Belonging	Competition
Accomplishment	Best	Competitive
Accountability	Best People	Completion
Accuracy	Bold	Composure
Accurate	Boldness	Comprehensive
Achievement	Bravery	Concentration
Activity	Brilliance	Concern for Others
Adaptability	Brilliant	Confidence
Adventure	Calm	Confidential
Adventurous	Calmness	Confidentiality
Affection	Candor	Conformity
Affective	Capability	Connection
Aggressive	Capable	Consciousness
Agility	Careful	Consistency
Aggressiveness	Carefulness	Content
Alert	Caring	Contentment
Alertness	Certainty	Continuity
Altruism	Challenge	Continuous Improvement
Ambition	Change	Contribution
Amusement	Character	Control
Anti-Bureaucratic	Charity	Conviction
Anticipate	Cheerful	Cooperation
Anticipation	Citizenship	Coordination
Anti-Corporate	Clean	Cordiality
Appreciation	Cleanliness	Correct
Approachability	Clear	Courage
Approachable	Clear-Minded	Courtesy
Assertive	Clever	Craftiness
Assertiveness	Clients	Craftsmanship
Attention to Detail	Collaboration	Creation
Attentive	Comfort	Creative
Attentiveness	Commitment	Creativity
Availability	Common Sense	Credibility
Available	Communication	Cunning
Awareness	Community	Curiosity
Balance	Compassion	Customer Focus

Customer Satisfaction	Entrepreneurship	Goodwill
Customer Service	Environment	Gratitude
Customers	Equality	Great
Daring	Equitable	Greatness
Decency	Ethical	Growth
Decisive	Exceed Expectations	Guidance
Decisiveness	Excellence	Happiness
Dedication	Excitement	Hard Work
Delight	Exciting	Harmony
Democratic	Exhilarating	Health
Dependability	Exuberance	Heart
Depth	Experience	Helpful
Determination	Expertise	Heroism
Determined	Exploration	History
Development	Explore	Holiness
Devotion	Expressive	Honesty
Devout	Extrovert	Honor
Different	Fairness	Hope
Differentiation	Faith	Hopeful
Dignity	Faithfulness	Hospitality
Diligence	Family	Humble
Direct	Family Atmosphere	Humility
Directness	Famous	Humor
Discipline	Fashion	Hygiene
Discovery	Fast	Imagination
Discretion	Fearless	Impact
Diversity	Ferocious	Impartial
Dominance	Fidelity	Impious
Down-to-Earth	Fierce	Improvement
Dreaming	Firm	Independence
Drive	Fitness	Individuality
Duty	Flair	Industry
Eagerness	Flexibility	Informal
Ease of Use	Flexible	Innovation
Economy	Fluency	Innovative
Education	Focus	Inquisitive
Effective	Focus on Future	Insight
Effectiveness	Foresight	Insightful
Efficiency	Formal	Inspiration
Efficient	Fortitude	Integrity
Elegance	Freedom	Intelligence
Empathy	Fresh	Intensity
Employees	Fresh Ideas	International
Empower	Friendly	Intuition
Empowering	Friendship	Intuitive
Encouragement	Frugality	Invention
Endurance	Fun	Investing
Energy	Generosity	Investment
Engagement	Genius	Inviting
Enjoyment	Giving	Irreverence
Entertainment	Global	Irreverent
Enthusiasm	Goodness	Joy

Justice
Kindness
Knowledge
Leadership
Learning
Legal
Level-Headed
Liberty
Listening
Lively
Local
Logic
Longevity
Love
Loyalty
Mastery
Maturity
Maximizing
Maximum Utilization
Meaning
Meekness
Mellow
Members
Merit
Meritocracy
Meticulous
Mindful
Moderation
Modesty
Motivation
Mystery
Neatness
Nerve
No Bureaucracy
Obedience
Open
Open-Minded
Openness
Optimism
Order
Organization
Original
Originality
Outrageous
Partnership
Passion
Patience
Patient-Centered
Patient-Focused
Patients
Patient-Satisfaction
Patriotism

Peace
People
Perception
Perceptive
Perfection
Performance
Perseverance
Persistence
Personal Development
Personal Growth
Persuasive
Philanthropy
Play
Playfulness
Pleasantness
Poise
Polish
Popularity
Positive
Potency
Potential
Power
Powerful
Practical
Pragmatic
Precise
Precision
Prepared
Preservation
Pride
Privacy
Proactive
Proactively
Productivity
Profane
Professionalism
Profitability
Profits
Progress
Prosperity
Prudence
Punctuality
Purity
Pursue
Pursuit
Quality
Quality of Work
Rational
Real
Realistic
Reason
Recognition

Recreation
Refined
Reflection
Relationships
Relaxation
Reliability
Reliable
Resilience
Resolute
Resolution
Resolve
Resourceful
Resourcefulness
Respect
Respect for Others
Respect for the Individual
Responsibility
Responsiveness
Rest
Restraint
Results
Results-Oriented
Reverence
Rigor
Risk
Risk Taking
Rule of Law
Sacrifice
Safety
Sanitary
Satisfaction
Security
Self Awareness
Self Motivation
Self Responsibility
Self-Control
Self-Directed
Selfless
Self-Reliance
Sense of Humor
Sensitivity
Serenity
Serious
Service
Shared Prosperity
Sharing
Shrewd
Significance
Silence
Silliness
Simplicity
Sincerity

Skill
Skillfulness
Smart
Solitude
Speed
Spirit
Spirituality
Spontaneous
Stability
Standardization
Status
Stealth
Stewardship
Strength
Structure
Succeed
Success
Support
Surprise
Sustainability
Sympathy
Synergy
Systemization
Talent
Teamwork
Temperance
Thankful
Thorough
Thoughtful
Timeliness
Timely
Tolerance
Tough
Toughness
Traditional
Training
Tranquility
Transparency
Trust
Trustworthy
Truth
Understanding
Unflappable
Unique
Uniqueness
Unity
Universal
Useful
Utility
Valor
Value
Value Creation

Variety
Victorious
Victory
Vigor
Virtue
Vision
Vital
Vitality
Warmth
Watchful
Watchfulness
Wealth
Welcoming
Willfulness
Winning
Wisdom
Wonder
Worldwide
Work/Life Balance