

Achievement

Aspires to the highest levels of excellence

Authority

Possessing power over decisions, people, assets

Accountable

Take responsibility for both actions & outcomes

Balance

Balancing time and effort between work, home, hobbies

Change

Looking forward to and valuing change, continuous improvement, doing things differently

Commitment

Being bound emotionally or intellectually to a course of action, dedication

Competence

Possessing the skill, knowledge and ability to effectively perform

Courage

The willingness to take calculated risks & steps outside of one's comfort zone

Creativity/Innovation

Thinking outside the box; trying new ways of accomplishing a goal

Customer Satisfaction

Achieving excellence in customer satisfaction

Diversity

Respecting a variety of cultures/lifestyles

Effectiveness

Executing with precision to achieve results

Efficiency

Producing results in a timely manner with a minimal of waste, expense, or unnecessary effort

Fairness

Treating people and being treated equally

Faith/Religion

Belief in a higher power

Family

Being with family, both quality and quantity of time

Fitness

Being physically fit; optimal well-being

Fun

Playfulness, ability to laugh and express humor,
joking

Growth

Investing in lifelong learning, personal development,
self-education

Honesty

Being truthful, sincere

Independence

Free from the influence, guidance, or control of
others

Integrity

Words and deeds match up. I am who I am, no
matter where I am or who I am with

Knowledge

Subject matter expert, educated via experience or
study

Legacy

Making a difference today with tomorrow in mind,
succession

Loyalty

Faithful to a person, an ideal, a custom, a cause, or a
duty

Money/Wealth

An abundance of valuable material possessions,
riches

Passion

Intense emotional excitement, boundless enthusiasm

Perfection

Reaches the highest attainable standard, details

Quality

A standard of excellence

Simplicity

Lack of complexity, complication

Structure

Formality, processes, and systems

Trust

Firm reliance on the integrity, ability, or character of a person or thing

Volunteerism/Service

Serving the community, non-profit organizations

Recognition

Giving & receiving acknowledgement for achievements

Status

Holding a position of importance, high standing, prestige

Teamwork

Cooperative effort by a group or team

Urgency

Fast paced, swift, action oriented

Wisdom

Having deep understanding, insight, and knowledge, the ability to make good judgments
