

Achievement	Decisiveness	Health	Quality
Acceptance	Dependability	Honesty and Integrity	Reason
Accountability	Determination	Honor	Recognition
Adaptability	Dignity	Hope	Relationships
Advancement	Discipline	Humility	Resilience
Adventure	Diversity	Human Relationships	Reliability
Ambition	Effectiveness	Humor	Respect
Attentiveness	Efficiency	Independence	Responsibility
Authority	Elite	Individualism	Responsiveness
Autonomy	Empowerment	Influence	Security
Beauty	Empathy	Initiative	Self-control
Belonging	Enthusiasm	Innovation	Serenity
Candor	Environmentalism	Intelligence	Service
Caring	Equality	Involvement	Simplicity
Caution	Equity	Joy	Social Action
Challenge	Ethical	Justice	Sincerity
Change	Excellence	Learning	Spirituality
Clarity	Excitement	Love	Stamina
Cleverness	Fairness	Loyalty	Status
Collaboration	Faith	Nurturing	Stewardship
Collegiality	Fellowship	Obedience	Strength
Commitment	Family	Open-mindedness	Success
Communication	Financial Growth	Order	Support
Community	Financial Solvency	Organization	Teamwork
Community Support	Fiscal Responsibility	Originality	Tolerance
Compassion	Flexibility	Passion	Trust
Competence	Freedom	Ownership	Truth
Competition	Friendship	Patience	Uniqueness
Conscience	Focus	Peace	Unity
Continuity	Forgiveness	Persistence	Variety
Contribution	Fulfillment	Perspective	Winning
Control	Fun	Power	Wisdom
Cooperation	Growth	Prestige	
Courage	Happiness	Productivity	
Creativity	Hard Work	Profitability	
Curiosity	Harmony	Prosperity	
Customer Focus	Helping	Purposeful	