



Core Value Words

For Personal core values Choose 3 - 5 words that speak to your inner person

For your business again choose 3 -5 (ideally 3) that grab the essence of what you want your business to feel like to the employee as well as the customer.

Accountability	Excellence	Knowledge	Service
Achievement	Fairness	Leadership	Simplicity
Adaptability	Faith	Legacy	Spirituality
Adventure	Family	Leisure	Sportsmanship
Altruism	Financial Stability	Love	Stewardship
Ambition	Forgiveness	Loyalty	Success
Authenticity	Freedom	Make a difference	Teamwork
Balance	Friendship	Nature	Thrift
Beauty	Fun	Openness	Time
Being the best	Future generations	Optimism	Travel
Belonging	Generosity	Order	Tradition
Career	Giving back	Parenting	Trust
Caring	Grace	Patience	Truth
Collaboration	Gratitude	Patriotism	Understanding
Commitment	Growth	Peace	Uniqueness
Community	Harmony	Perseverance	Usefulness
Compassion	Health	Personal fulfillment	Vision
Competence	Home	Power	Vulnerability
Confidence	Honesty	Pride	Wealth
Connection	Hope	Recognition	Well Being
Contentment	Humility	Reliability	Wholeheartedness
Contribution	Humor	Resourcefulness	Wisdom
Cooperation	Inclusion	Respect	
Courage	Independence	Responsibility	If you don't find one
Creativity	Initiative	Risk-taking	here, then take a
Curiosity	Integrity	Safety	dictionary and see if
Dignity	Intuition	Security	you can locate one.
Diversity	Job Security	Self-Discipline	
Environment	Joy	Self-expression	
Equality	Justice	Self-Respect	
Ethics	Kindness	Serenity	