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## DO YOU KNOW YOUR CORE VALUES

### What are Core Values?

Basically, they combine as your Map or GPS to guide you through decisions in business and life.

### Why are they important?

They empower you to be true to yourself, be focused and they may even keep you out of trouble AND they help you to surround yourself with people who have values that align with yours.

### How to discover your Core Values?

Clarity around your Core Values will help you to achieve your Vision with more focus and determination. When you know what truly matters to you and can articulate it through communication, you will better know who to include in your business relationships as team members and clients.

### Questions to get you started:

Who do you most respect in life? What Values do they model or have?

What are 3 things in life that you just can't tolerate or accept?

Are there traits in people or specific people that you feel repelled by? Identify those values?

What quality or personality trait do people compliment you most about?

What are your greatest accomplishments in life (2-3 of them)?

Which 3 values do you most want to pass on to your family?

Determine your greatest moments of efficiency.

What values do you see as being 'timeless'?

If you were independently wealthy, what values would hold true for you?

Think of your 'ideal mate' ... what qualities do they have?

From your answers to the above questions, you will determine what truly matters in life. If you can't narrow it down to 6 Core Values, right away then consider 10 – 12 and work towards fine-tuning to 6 as you evolve and have more clarity. I challenge you to work towards narrowing it down to 3 at some point in the next several months or year.

## Core Values Idea Generator

### Accuracy

Carefulness  
Mastery  
Veracity

Certainty  
Preciseness

Efficiency  
Skill

Exactness  
Truthfulness

### Adventure

Adventure  
Daring  
Nerve  
Valor

Bravery  
Exploration  
Progress

Challenge  
Fearless  
Pursuit

Courage  
Heroism  
Risk

### Awareness

Alert  
Clear  
Preparedness

Attentive  
Clear-minded  
Responsiveness

Awareness  
Confidence  
Watchful

Clarity  
Consciousness

### Capability

Brilliance  
Competence  
Depth  
Ingenuity  
Quality  
Skillfulness  
Worthiness

Brilliant  
Craftiness  
Experience  
Intelligence  
Quality of Work  
Smart

Capability  
Craftsmanship  
Expertise  
Mastery  
Shrewdness  
Wisdom

Clever  
Cunning  
Fluency  
Maturity  
Skill  
Wittiness

### Change

Adaptability  
Fast  
Innovative

Agility  
Flexibility  
Speed

Change  
Flexible

Entrepreneurship  
Innovation

### Commitment

Accountability  
Dependability  
Faith  
Loyalty  
Responsibility

Commitment  
Devotion  
Faithfulness  
Patriotism  
Sacrifice

Continuity  
Devout  
Fidelity  
Piety

Dedication  
Duty  
Honour  
Reliability

### Compassion

Benevolence  
Consideration  
Humanity  
Soft-heartedness  
Understanding

Charity  
Empathy  
Kindness  
Sorrow

Clemency  
Grace  
Mercy  
Sympathy

Condolence  
Heart  
Sensitivity  
Tenderness

## Core Values Idea Generator

### Competiveness

Aggressiveness	Ambition	Assertive	Bold
Boldness	Competition	Competitive	Decisiveness
Directness	Dominance	Ferocious	Fierce
Intensity	Potency	Power	Powerful
Supremacy	Victorious	Victory	Winning

### Composure

Calm	Calmness	Composure	Contentment
Meekness	Mellowness	Patience	Peace
Poise	Reflection	Relaxation	Rest
Serenity	Silence	Simplicity	Solitude
Stillness	Thoughtful	Tranquility	Unflappable

### Creativity

Creation	Creative	Curiosity	Different
Differentiation	Discovery	Dreaming	Fascination
Fresh	Fresh Ideas	Genius	Imagination
Inquisitive	Inspiration	Inventive	Mystery
Nonconformity	Originality	Spirituality	Talent
Unique	Variety	Wonder	

### Determination

Conviction	Determination	Determined	Endurance
Firmness	Focus	Fortitude	Hard Work
Perseverance	Persistence	Persuasive	Resilience
Resolute	Resolution	Resolve	Spirit
Spunk	Strength	Toughness	Willfulness

### Dignity

Beauty	Dignity	Elegance	Fashion
Poise	Polish	Professionalism	Refined
Sophistication			

### Excellence

Above & Beyond	Being the Best	Best	Best People
Exceed Expectations	Excellence	Great	Perfection
Pride	Transcendence		

### Friendly

Accessibility	Approachability	Availability	Communication
Friendly	Inviting	Warmth	Welcoming

## Core Values Idea Generator

### Freedom

Democracy	Diversity	Equality	Equitable
Fairness	Freedom	Impartial	Justice
Liberation	Merit	Open-minded	Respect
Tolerance	Transparency		

### Fun

Amusement	Balance	Cheerful	Enjoyment
Entertainment	Enthusiasm	Fitness	Fun
Happiness	Health	Hope	Hopeful
Humour	Joy	Play	Playfulness
Pleasure	Recreation	Satisfaction	Sense of Humour
Silliness	Vivacity	Willingness	Work / Life Balance
Youthfulness			

### Global

Comprehensive	Global	Inclusive	International
Universal	Worldwide		

### Influence

Authority	Celebrity	Fame	Gratitude
Honour	Influence	Meaning	Prestige
Popularity	Recognition	Significance	Status
Thankful			

### Initiative

Activity	Discipline	Drive	Eagerness
Empowerment	Energy	Independence	Individuality
Industry	Initiative	Optimism	Positive
Proactive	Rigor	Self-motivation	Self-responsibility
Self-directed	Self-reliance	Vigor	Vitality

### Integrity

Candor	Character	Credibility	Decency
Ethical	Honesty	Humble	Humility
Integrity	Purity	Sacredness	Trust
Trustworthy	Truth	Virtue	

### Learning

Development	Education	Engagement	Evolution
Growth	Improvement	Knowledge	Learning
Motivation	Personal Development	Personal Growth	Potential
Teaching	Training		

## Core Values Idea Generator

### Organization

Clean	Conformity	Control	Formal
History	Holiness	Hygiene	Legal
Neatness	Obedience	Order	Organization
Preservation	Reverence	Rule of Law	Sanitary
Serious	Soundness	Stability	Standardization
Structure	Systemization	Traditional	

### Rational

Certainly	Common Sense	Correct	Down-to-earth
Ease of Use	Economy	Efficiency	Frugality
Level-headed	Logic	Moderation	Modesty
Practical	Pragmatic	Prudence	Rational
Real	Realistic	Reason	Resourceful
Resourcefulness	Simplicity	Temperance	Thrift
Usefulness	Utility		

### Results

Abundance	Accomplishment	Achievement	Affective
Completion	Contribution	Effective	Impact
Maximizing	Performance	Productivity	Profitability
Profits	Prosperity	Punctuality	Results
Results-oriented	Succeed	Success	Timeliness
Timely	Value	Wealth	

### Safety

Confidentiality	Discretion	Privacy	Protection
Restraint	Safety	Security	Self-control
Stealth			

### Service

Clients	Customer Focus	Customer Satisfaction	Customer Service
Customers	Delight	Helpfulness	Philanthropy
Selflessness	Volunteering		

### Sincerity

Cordiality	Courtesy	Encouragement	Guidance
Hospitality	Listening	Pleasantness	Sincerity
Zeal			

### Spontaneity

Excitement	Exhilarating	Exuberance	Expressive
Extrovert	Flair	Intuitive	Lively
Outrageousness	Passion	Spontaneity	Surprise

## Core Values Idea Generator

### Teamwork

Appreciation  
Connection  
Environment  
Local  
Relationships  
Support

Citizenship  
Cooperation  
Family  
Members  
Shared Prosperity  
Synergy

Collaboration  
Coordination  
Friendship  
Partnership  
Sharing  
Teamwork

Community  
Employees  
Harmony  
People  
Solidarity  
Unity

### Vision

Anticipate  
Intuition  
Mindfulness  
Sustainability

Focus on Future  
Investment  
Perceptiveness  
Vision

Foresight  
Leadership  
Self-awareness

Insight  
Longevity  
Stewardship