



Core Values + Business

Core Values are qualities that represent who we are, what we believe and can serve as a guidepost when we make decisions. When we prioritize what we value, we can experience life + work with greater ease and more personal fulfillment.

Accountability	Achievement	Adaptability	Adventure	Altruism
Achievement	Authenticity	Balance	Beauty	Being the Best
Ambition	Career	Caring	Collaboration	Commitment
Belonging	Compassion	Competency	Confidence	Connection
Community	Contribution	Cooperation	Courage	Creativity
Contentment	Dignity	Diversity	Environment	Efficiency
Contribution	Ethics	Excellence	Fairness	Faith
Curiosity	Financial Stability	Forgiveness	Freedom	Friendship
Equality	Generosity	Give Back	Grace	Gratitude
Family	Harmony	Health	Home	Honesty
Fulfillment	Humility	Humor	Inclusion	Independence
Fun	Integrity	intuition	Job Security	Joy
Growth	Kindness	Knowledge	Leadership	Learning
Hope	Leisure	Love	Loyalty	Order
Initiative	Nature	Openness	Optimism	Perseverance
Justice	Patience	Patriotism	Peace	Reliability
Legacy	Power	Pride	Recognition	Safety
Parenting	Respect	Responsibility	Risk Taking	Serenity
Resourcefulness	Self-Discipline	Self-Expression	Self-REspect	Stewardship
Security	Simplicity	Spirituality	Sportsmanship	Travel
Service	Teamwork	Time	Tradition	usefulness
Success	Truth	Understanding	Uniqueness	Wisdom
Trust	Vulnerability	Wealth	Well-Being	
Vision				
Wholeheartedness	Create Your Own: _____	_____	_____	_____

Journal

- Read through the list. Circle or write down the ones that jump out at you. In addition, utilize the reflection questions below to help flush out your list.
- Choose your top 5 and journal on them. If you have more than 5, re-look at your list. Are the words you chose similar? Different ways to capture the same intention? Refine your list so that it best captures what matters most to you.

REFLECTION

What brings you meaning and fulfillment?

What do you care about? What is really important to you?
