



## Core Values - Exercise

Clarifying your values helps you focus and helps clear up confusion for why you choose to act the way you do. Simply print out this list, check the values which you feel that most strongly represent what's important to you – they may not all be considered “admirable” in the eyes of others. This is meant to be an honest gauge of **how you understand yourself**. Then, narrow down the list to the top 3-5. The other values you choose matter, but they may be less emblematic of you. Also, it's interesting to note the values that you **aspire to**. Perhaps some of those values can be shared with your coach or mentor for further development. You might share this exercise with the other members of your family or your startup. See how their lists match, compliment or contrast with yours.

### The Values List:

- |                     |                    |                      |
|---------------------|--------------------|----------------------|
| 1. Abundance        | 31. Assertiveness  | 61. Chastity         |
| 2. Acceptance       | 32. Assurance      | 62. Cheerfulness     |
| 3. Accessibility    | 33. Attentiveness  | 63. Clarity          |
| 4. Accomplishment   | 34. Attractiveness | 64. Cleanliness      |
| 5. Accountability   | 35. Audacity       | 65. Clear-mindedness |
| 6. Accuracy         | 36. Availability   | 66. Cleverness       |
| 7. Achievement      | 37. Awareness      | 67. Closeness        |
| 8. Acknowledgement  | 38. Awe            | 68. Comfort          |
| 9. Activeness       | 39. Balance        | 69. Commitment       |
| 10. Adaptability    | 40. Beauty         | 70. Community        |
| 11. Adoration       | 41. Being the best | 71. Compassion       |
| 12. Adroitness      | 42. Belonging      | 72. Competence       |
| 13. Advancement     | 43. Benevolence    | 73. Competition      |
| 14. Adventure       | 44. Bliss          | 74. Completion       |
| 15. Affection       | 45. Boldness       | 75. Composure        |
| 16. Affluence       | 46. Bravery        | 76. Concentration    |
| 17. Aggressiveness  | 47. Brilliance     | 77. Confidence       |
| 18. Agility         | 48. Buoyancy       | 78. Conformity       |
| 19. Alertness       | 49. Calmness       | 79. Congruency       |
| 20. Altruism        | 50. Camaraderie    | 80. Connection       |
| 21. Amazement       | 51. Candor         | 81. Consciousness    |
| 22. Ambition        | 52. Capability     | 82. Conservation     |
| 23. Amusement       | 53. Care           | 83. Consistency      |
| 24. Anticipation    | 54. Carefulness    | 84. Contentment      |
| 25. Appreciation    | 55. Celebrity      | 85. Continuity       |
| 26. Approachability | 56. Certainty      | 86. Contribution     |
| 27. Approval        | 57. Challenge      | 87. Control          |
| 28. Art             | 58. Change         | 88. Conviction       |
| 29. Articulacy      | 59. Charity        | 89. Conviviality     |
| 30. Artistry        | 60. Charm          | 90. Coolness         |

- |                       |                     |                          |
|-----------------------|---------------------|--------------------------|
| 91. Cooperation       | 147. Excitement     | 202. Humility            |
| 92. Cordiality        | 148. Exhilaration   | 203. Humor               |
| 93. Correctness       | 149. Expectancy     | 204. Hygiene             |
| 94. Country           | 150. Expediency     | 205. Imagination         |
| 95. Courage           | 151. Experience     | 206. Impact              |
| 96. Courtesy          | 152. Expertise      | 207. Impartiality        |
| 97. Craftiness        | 153. Exploration    | 208. Independence        |
| 98. Creativity        | 154. Expressiveness | 209. Individuality       |
| 99. Credibility       | 155. Extravagance   | 210. Industry            |
| 100. Cunning          | 156. Extroversion   | 211. Influence           |
| 101. Curiosity        | 157. Exuberance     | 212. Ingenuity           |
| 102. Daring           | 158. Fairness       | 213. Inquisitiveness     |
| 103. Decisiveness     | 159. Faith          | 214. Insightfulness      |
| 104. Decorum          | 160. Fame           | 215. Inspiration         |
| 105. Deference        | 161. Family         | 216. Integrity           |
| 106. Delight          | 162. Fascination    | 217. Intellect           |
| 107. Dependability    | 163. Fashion        | 218. Intelligence        |
| 108. Depth            | 164. Fearlessness   | 219. Intensity           |
| 109. Desire           | 165. Ferocity       | 220. Intimacy            |
| 110. Determination    | 166. Fidelity       | 221. Intrepidness        |
| 111. Devotion         | 167. Fierceness     | 222. Introspection       |
| 112. Devoutness       | 168. Financial      | 223. Introversion        |
| 113. Dexterity        | independence        | 224. Intuition           |
| 114. Dignity          | 169. Firmness       | 225. Intuitiveness       |
| 115. Diligence        | 170. Fitness        | 226. Inventiveness       |
| 116. Direction        | 171. Flexibility    | 227. Investing           |
| 117. Directness       | 172. Flow           | 228. Involvement         |
| 118. Discipline       | 173. Fluency        | 229. Joy                 |
| 119. Discovery        | 174. Focus          | 230. Judiciousness       |
| 120. Discretion       | 175. Fortitude      | 231. Justice             |
| 121. Diversity        | 176. Frankness      | 232. Keeness             |
| 122. Dominance        | 177. Freedom        | 233. Kindness            |
| 123. Dreaming         | 178. Friendliness   | 234. Knowledge           |
| 124. Drive            | 179. Friendship     | 235. Leadership          |
| 125. Duty             | 180. Frugality      | 236. Learning            |
| 126. Dynamism         | 181. Fun            | 237. Liberation          |
| 127. Eagerness        | 182. Gallantry      | 238. Liberty             |
| 128. Ease             | 183. Generosity     | 239. Lightness           |
| 129. Economy          | 184. Gentility      | 240. Liveliness          |
| 130. Ecstasy          | 185. Giving         | 241. Logic               |
| 131. Education        | 186. Grace          | 242. Longevity           |
| 132. Effectiveness    | 187. Gratitude      | 243. Love                |
| 133. Efficiency       | 188. Gregariousness | 244. Loyalty             |
| 134. Elation          | 189. Growth         | 245. Majesty             |
| 135. Elegance         | 190. Guidance       | 246. Making a difference |
| 136. Empathy          | 191. Happiness      | 247. Marriage            |
| 137. Encouragement    | 192. Harmony        | 248. Mastery             |
| 138. Endurance        | 193. Health         | 249. Maturity            |
| 139. Energy           | 194. Heart          | 250. Meaning             |
| 140. Enjoyment        | 195. Helpfulness    | 251. Meekness            |
| 141. Entertainment    | 196. Heroism        | 252. Mellowness          |
| 142. Enthusiasm       | 197. Holiness       | 253. Meticulousness      |
| 143. Environmentalism | 198. Honesty        | 254. Mindfulness         |
| 144. Ethics           | 199. Honor          | 255. Modesty             |
| 145. Euphoria         | 200. Hopefulness    | 256. Motivation          |
| 146. Excellence       | 201. Hospitality    | 257. Mysteriousness      |

258. Nature
259. Neatness
260. Nerve
261. Nonconformity
262. Obedience
263. Open-mindedness
264. Openness
265. Optimism
266. Order
267. Organization
268. Originality
269. Outdoors
270. Outlandishness
271. Outrageousness
272. Partnership
273. Patience
274. Passion
275. Peace
276. Perceptiveness
277. Perfection
278. Perkiness
279. Perseverance
280. Persistence
281. Persuasiveness
282. Philanthropy
283. Piety
284. Playfulness
285. Pleasantness
286. Pleasure
287. Poise
288. Polish
289. Popularity
290. Potency
291. Power
292. Practicality
293. Pragmatism
294. Precision
295. Preparedness
296. Presence
297. Pride
298. Privacy
299. Proactivity
300. Professionalism
301. Prosperity
302. Prudence
303. Punctuality
304. Purity
305. Rationality
306. Realism
307. Reason
308. Reasonableness
309. Recognition
310. Recreation
311. Refinement
312. Reflection
313. Relaxation
314. Reliability
315. Relief
316. Religiousness
317. Reputation
318. Resilience
319. Resolution
320. Resolve
321. Resourcefulness
322. Respect
323. Responsibility
324. Rest
325. Restraint
326. Reverence
327. Richness
328. Rigor
329. Sacredness
330. Sacrifice
331. Sagacity
332. Saintliness
333. Sanguinity
334. Satisfaction
335. Science
336. Security
337. Self-control
338. Selflessness
339. Self-reliance
340. Self-respect
341. Sensitivity
342. Sensuality
343. Serenity
344. Service
345. Sexiness
346. Sexuality
347. Sharing
348. Shrewdness
349. Significance
350. Silence
351. Silliness
352. Simplicity
353. Sincerity
354. Skillfulness
355. Solidarity
356. Solitude
357. Sophistication
358. Soundness
359. Speed
360. Spirit
361. Spirituality
362. Spontaneity
363. Spunk
364. Stability
365. Status
366. Stealth
367. Stillness
368. Strength
369. Structure
370. Success
371. Support
372. Supremacy
373. Surprise
374. Sympathy
375. Synergy
376. Teaching
377. Teamwork
378. Temperance
379. Thankfulness
380. Thoroughness
381. Thoughtfulness
382. Thrift
383. Tidiness
384. Timeliness
385. Traditionalism
386. Tranquility
387. Transcendence
388. Trust
389. Trustworthiness
390. Truth
391. Understanding
392. Unflappability
393. Uniqueness
394. Unity
395. Usefulness
396. Utility
397. Valor
398. Variety
399. Victory
400. Vigor
401. Virtue
402. Vision
403. Vitality
404. Vivacity
405. Volunteering
406. Warmheartedness
407. Warmth
408. Watchfulness
409. Wealth
410. Willfulness
411. Willingness
412. Winning
413. Wisdom
414. Wittiness
415. Wonder
416. Worthiness
417. Youthfulness
418. Zeal

