



# The Big List of Core Values

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Clarity > Focus > Action > Strategic Change

# CENTER for Strategic Change

Sparking Transformation ► Igniting Success

## The Big List of Core Values

Thanks for your interest in this list of words to help you clarify and articulate your personal and business core values. There are two lists included. The first list on this page includes words frequently used in developing core values statements – business or personal core values.

The list on pages 2 – 6 are words that imply value. Use this list to help you think and brainstorm about your values. Jot the words you select on paper or on your computer. Describe how each value shows up in your life. Write a short statement about how each value guides your behavior, decisions, or actions.

### List 1: 50 Examples of Words Used in Core Values

<b>Sustainability</b>	<b>Innovation</b>	<b>Excellence</b>
<b>Reliability</b>	<b>Loyal</b>	<b>Committed</b>
<b>Dependable</b>	<b>Passionate Inspiring</b>	<b>Courageous</b>
<b>Respectful</b>	<b>Consistent</b>	<b>Honesty</b>
<b>Integrity</b>	<b>Optimistic</b>	<b>Efficient</b>
<b>Humorous</b>	<b>Open-minded</b>	<b>Positive</b>
<b>Nurturing</b>	<b>Customer Service</b>	<b>Adventurous</b>
<b>Resourceful</b>	<b>Community</b>	<b>Fun</b>
<b>Humble</b>	<b>Satisfaction</b>	<b>Responsibility</b>
<b>Quality</b>	<b>Caring</b>	<b>Delight</b>
<b>Support</b>	<b>Value</b>	<b>Partnership</b>
<b>Best</b>	<b>Leadership</b>	<b>Global</b>
<b>Transformation</b>	<b>Humility</b>	<b>Teamwork</b>
<b>Diversity</b>	<b>Fanatical</b>	<b>Transparency</b>
<b>Results</b>	<b>Listening</b>	<b>Friends</b>
<b>Family</b>	<b>Remarkable</b>	<b>Learning</b>
<b>Educating</b>		

## List 2: Big List of Value Words

Ability	Abundance	Acceptance
Accomplishment	Achievement	Adaptability
Adventure	Affection	Affluence
Alertness	Ambition	Anticipation
Appreciation	Approachability	Artfulness
Assertiveness	Assurance	Attentiveness
Audacity	Availability	Awareness
Awe	Balance	Beauty
Being-ness	Belongingness	Benevolence
Blissfulness	Boldness	Bravery
Brilliance	Briskness	Buoyancy
Calmness	Camaraderie	Candor
Capability	Care	Carefulness
Certainty	Challenge	Charity
Charm	Chastity	Cheerfulness
Clarity	Classy	Cleanliness
Cleverness	Closeness	Cognizance
Comfort	Commitment	Compassion
Competence	Complacency	Completion
Composure	Concentration	Confidence
Conformity	Congruency	Connection
Consciousness	Consistency	Contentment
Continuity	Contribution	Control
Conviction	Conviviality	Coolness
Cooperation	Copiousness	Cordiality
Correctness	Courage	Courtesy
Craftiness	Creativity	Credibility
Cunning	Curiosity	Daring
Decisiveness	Decorum	Deepness

Deference	Delicacy	Delight
Dependability	Depth	Desire
Determination	Devotion	Devoutness
Dexterity	Dignity	Diligence
Diplomacy	Direction	Directness
Discernment	Discretion	Discipline
Discovery	Discretion	Diversity
Dreaming	Drive	Duty
Dynamism	Eagerness	Economy
Ecstasy	Education	Effectiveness
Efficiency	Elation	Elegance
Empathy	Encouragement	Endurance
Energy	Enjoyment	Enlightenment
Entertainment	Enthusiasm	Exactness
Excellence	Excitement	Exhilaration
Expectancy	Expediency	Experience
Expertise	Exploration	Expressiveness
Extravagance	Extroversion	Exuberance
Evolution	Facilitating	Fairness
Faith	Fame	Fascination
Fashion	Fearlessness	Fidelity
Fineness	Finesse	Firmness
Fitness	Flexibility	Flow
Fluency	Fluidity	Focus
Fortitude	Frankness	Freedom
Friendliness	Frugality	Fun
Gallantry	Generosity	Gentility
Genuineness	Giving	Grace
Gratefulness	Gratitude	Gregariousness

Growth	Guidance	Happiness
Harmony	Health	Heart
Helpfulness	Heroism	Holiness
Honesty	Honor	Hopefulness
Hospitality	Humility	Humor
Hygiene	Imagination	Impact
Impartiality	Impeccability	Independence
Industry	Ingenuity	Inquisitiveness
Insightfulness	Inspiration	Instinctiveness
Integrity	Intelligence	Intensity
Intimacy	Intrepidness	Introversion
Intuition	Intuitiveness	Inventiveness
Joy	Judiciousness	Justice
Keeness	Kindness	Knowledgeableness
Lavishness	Leadership	Learning
Liberation	Liberty	Liveliness
Logic	Longevity	Love
Loyalty	Majesty	Mastery
Maturity	Meekness	Mellowness
Meticulousness	Mindfulness	Moderation
Modesty	Motivation	Mysteriousness
Neatness	Nerve	Obedience
Open-mindedness	Openness	Optimism
Opulence	Order	Organization
Originality	Outlandishness	Outrageousness
Passion	Peacefulness	Perceptiveness
Perfection	Perseverance	Persistence
Persuasiveness	Philanthropy	Piety
Playfulness	Pleasantness	Pleasure
Plentiful-ness	Poise	Polish

Popularity	Potency	Practicality
Pragmatism	Precision	Preeminence
Preparedness	Presence	Privacy
Proactivity	Proficiency	Professionalism
Prosperity	Prudence	Punctuality
Purity	Qualification	Quietness
Quickness	Realism	Readiness
Reason	Recognition	Recreation
Refinement	Reflection	Relaxation
Reliability	Resilience	Resolution
Resolve	Resourcefulness	Respect
Restfulness	Restraint	Reverence
Richness	Rigor	Sacredness
Sacrifice	Sagacity	Saintliness
Sanguinity	Satisfaction	Security
Self-control	Selflessness	Self-realization
Self-reliance	Sensitivity	Sensuality
Serenity	Service	Sexuality
Sharing	Shrewdness	Significance
Silence	Silliness	Simplicity
Sincerity	Skillfulness	Smartness
Sophistication	Solidarity	Solidity
Solitude	Soundness	Speed
Spirit	Spirituality	Spontaneity
Stability	Stillness	Strength
Structure	Substantiality	Success
Sufficiency	Support	Supremacy
Surprise	Superb	Supremacy
Sympathy	Synergy	Tactfulness
Teamwork	Temperance	Thankfulness

Thoroughness  
Timeliness  
Transcendence  
Truth  
Unity  
Valor  
Vigor  
Vitality  
Watchfulness  
Willingness  
Wittiness  
Zeal

Thoughtfulness  
Traditionalism  
Trust  
Understanding  
Usefulness  
Variety  
Virtue  
Vivacity  
Wealth  
Winning  
Wonder  
Zest

Thrift  
Tranquility  
Trustworthiness  
Uniqueness  
Utility  
Victory  
Vision  
Warmth  
Wholesomeness  
Wisdom  
Worthiness  
Zing



***If you found the List of Core Values useful, check out our Guide to Strategic Planning.***

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