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| **TRUST**  **Firm reliance on the integrity, ability, or character of a person or thing** | **STATUS**  **Holding a position importance, high standing, prestige** | **VOLUNTEERISM/SERVICE**  **Serving the community, non-profit organization** |
| **LEGACY**  **Making a difference today with tomorrow in mind, succession** | **FUN**  **Playfulness, ability to laugh and express humor, joking** | **BALANCE**  **Balancing time and effort between work, home, hobbies** |
| **COURAGE**  **The willingness to take calculated risks & step outside of one’s comfort zone** | **PERFECTION**  **Reaches the highest attainable standard, details** | **CREATIVITY/INNOVATION**  **Thinking outside of the box, trying new ways of accomplishing a goal** |
| **WISDOM**  **Having a deep understanding, insight, & knowledge, the ability to make good judgements** | **FAMILY**  **Being with family, both quality and quantity of time** | **STRUCTURE**  **Formality, processes and systems** |
| **INDEPENDENCE**  **Free from influence, guidance, or control of others** | **FAITH/RELIGION**  **Belief in a higher power** | **LOYALTY**  **Faithful to a person, an ideal, a custom, a cause, or a duty** |
| **DIVERSITY**  **Respecting a variety of cultures/lifestyles** | **URGENCY**  **Fast paced, swift, action oriented** | **CUSTOMER SERVICE**  **Achieving excellence in customer satisfaction** |
| **COMMITMENT**  **Being bound emotionally or intellectually to a course of action, dedication** | **MONEY/WEALTH**  **An abundance of valuable material possessions, riches** | **RECOGNITION**  **Giving and receiving acknowledgement for achievement** |
| **HONESTY**  **Being truthful, sincere** | **COMPETENCE**  **Possessing the skill, knowledge and ability to effectively perform** | **EFFICIENCY**  **Producing results in a timely manner with a minimal of waste, expense, or unnecessary effort** |
| **INTEGRITY**  **Words and deeds match up – I am who I am, no matter where I am or who I am with** | **FAIRNESS**  **Treating people and being treated equally** | **CHANGE**  **Looking forward to & valuing change, continuous improvement, doing things differently** |
| **ACHIEVEMENT**  **Aspires to the highest levels of excellence** | **ACCOUNTABLE**  **Takes responsibility for both actions and outcomes** | **AUTHORITY**  **Possessing power over decision, people, assets** |
| **QUALITY**  **A standard of excellence** | **KNOWLEDGE**  **Subject matter expert, educated via experience or study** | **SIMPLICITY**  **Lack of complexity, complication** |
| **EFFECTIVENESS**  **Executing with precision to achieve results** | **TEAMWORK**  **Cooperative effort by a group or team** | **FITNESS**  **Being physically fit; optimal well-being** |
| **PASSION**  **Intense emotional excitement, boundless enthusiasm** | **GROWTH**  **Investing in lifelong learning, personal development, self-education** |  |