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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** |  |