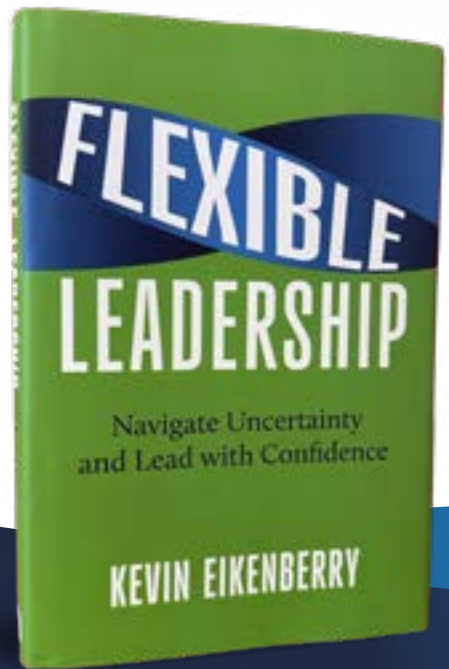


# How to Identify Your Values Using A Starter List



A PRODUCT OF THE KEVIN EIKENBERRY GROUP

The blank page can be a challenging thing – and that is often a challenge people have when trying to “identify their values.”

That’s why this tool gives you a long list of possible values to help you get started. This is by no means all the possible values you could hold feel free to add to the list. You will also notice that some of the ideas on the list are similar to others – but that’s ok – small differences in words can matter a lot.


The list is long to help you spur your thoughts as you clarify the values you hold most dear.

Here’s how to use this list:

1. Read the list slowly a couple of times.  
Either print it so you can mark/ highlight items or otherwise list those that strike you as important to you as a person and a leader.

2. Get the list to not more than ten.
3. Sleep on the list and come back to it in a day or two.
4. While all of these are important to you, ask yourself two questions:
  - Is there anything you feel is missing?
  - Which are rising to the top as most important?
5. Try to get your final list to 7 or less.
6. Revisit this list of values regularly. This is a critical part of your leadership foundation.

The clearer this list is, the more flexibly you can lead and be more confident and effective you can be in times of change and uncertainty.



Ability  
Abundance  
Acceptance  
Accessibility  
Accomplishment  
Accuracy  
Achievement  
Acknowledgement  
Activeness  
Adaptability  
Adoration  
Adventure  
Affection  
Affluence  
Aggressiveness  
Agility  
Alertness  
Altruism  
Ambition  
Amusement  
Anticipation  
Appreciation  
Approachability  
Assertiveness  
Assurance  
Attentiveness  
Attractiveness

Availability  
Awareness  
Awe  
Balance  
Beauty  
Being the best  
Belonging  
Benevolence  
Bliss  
Boldness  
Bravery  
Brilliance  
Calmness  
Camaraderie  
Candor  
Capability  
Caring  
Carefulness  
Celebrity  
Certainty  
Challenge  
Charity  
Charm  
Cheerfulness  
Clarity  
Cleanliness  
Cleverness

Closeness  
(proximity  
or emotional)  
Comfort  
Commitment  
Compassion  
Completion  
Composure  
Concentration  
Confidence  
Conformity  
Congruency  
Connection  
Consistency  
Contentment  
Continuity  
Contribution  
Control  
Conviction  
Cooperation  
Cordiality  
Correctness  
Courage  
Courtesy  
Craftiness  
Creativity  
Credibility

Cunning  
Curiosity  
Daring  
Decisiveness  
Decorum  
Deference  
Delight  
Dependability  
Depth  
Desire  
Determination  
Devotion  
Devoutness  
Dexterity  
Dignity  
Diligence  
Direction  
Directness  
Discipline  
Discovery  
Discretion  
Diversity  
Dominance  
Dreaming  
Drive  
Duty  
Eagerness

Economy  
Education  
Effectiveness  
Efficiency  
Elation  
Elegance  
Empathy  
Encouragement  
Endurance  
Energy  
Enjoyment  
Entertainment  
Enthusiasm  
Excellence  
Excitement  
Exhilaration  
Expectancy  
Expediency  
Experience  
Expertise  
Exploration  
Expressiveness  
Extravagance  
Extroversion  
Exuberance  
Fairness  
Faith

Fame  
Family  
Fascination  
Fashion  
Fearlessness  
Fidelity  
Fierceness  
Financial  
independence  
Firmness  
Fitness  
Flexibility  
Flow  
Fluency  
Focus  
Fortitude  
Freedom  
Friendliness  
Frugality  
Fun  
Generosity  
Giving  
Grace  
Gratitude  
Growth  
Guidance  
Happiness

Harmony  
Health  
Heart  
Helpfulness  
Heroism  
Holiness  
Honesty  
Honor  
Hopefulness  
Hospitality  
Humility  
Humor  
Hygiene  
Imagination  
Impact  
Impartiality  
Independence  
Industry  
Influence  
Ingenuity  
Inquisitiveness  
Intuitiveness  
Inventiveness  
Investing  
Joy  
Judiciousness  
Justice

Kindness  
Knowledge  
Leadership  
Learning  
Liberation  
Liberty  
Liveliness  
Logic  
Longevity  
Love  
Loyalty  
Making a difference  
Mastery  
Maturity  
Meekness  
Mellowness  
Meticulousness  
Mindfulness  
Modesty  
Motivation  
Mysteriousness  
Neatness  
Nerve  
Obedience  
Open-mindedness  
Openness  
Optimism

Order  
Organization  
Originality  
Outlandishness  
Outrageousness  
Passion  
Peace  
Perceptiveness  
Perfection  
Perkiness  
Perseverance  
Persistence  
Persuasiveness  
Philanthropy  
Playfulness  
Pleasantness  
Pleasure  
Poise  
Polish  
Popularity  
Potency  
Power  
Practicality  
Pragmatism  
Precision  
Preparedness  
Presence

Privacy  
Proactivity  
Professionalism  
Prosperity  
Prudence  
Punctuality  
Purity  
Realism  
Reason  
Reasonableness  
Recognition  
Recreation  
Refinement  
Reflection  
Relaxation  
Reliability  
Religiousness  
Resilience  
Resolution  
Resolve  
Resourcefulness  
Respect  
Rest  
Restraint  
Rigor  
Sacredness  
Sacrifice



Saintliness  
Satisfaction  
Security  
Self-control  
Selflessness  
Self-reliance  
Sensitivity  
Sensuality  
Serenity  
Service  
Sharing  
Shrewdness  
Significance  
Silence  
Silliness  
Simplicity  
Sincerity  
Skillfulness  
Solidarity  
Solitude  
Soundness  
Speed  
Spirit  
Spirituality  
Spontaneity  
Spunk  
Stability

Stillness  
Strength  
Structure  
Success  
Support  
Supremacy  
Surprise  
Sympathy  
Synergy  
Teamwork  
Temperance  
Thankfulness  
Thoroughness  
Thoughtfulness  
Thrift  
Tidiness  
Timeliness  
Traditionalism  
Tranquility  
Transcendence  
Trust  
Trustworthiness  
Truth  
Understanding  
Unflappability  
Uniqueness  
Unity

## Usefulness

# Utility

# Valor

## Variety

# Victory

# Vigor

# Virtue

# Vision

# Vitality

# Warmth

# Wealth

# Willfulness

# Willingness

# Winning

# Wisdom

# Wittiness

# Wonder

# Youthfulness

# Zeal



Download a printable version here.

A group of business professionals in a meeting. In the foreground, a woman with dark hair is seen from the back, looking towards the right. Behind her, a man with short brown hair is smiling and looking towards the right. To the left, a woman with dark hair is smiling. In the background, a man with short brown hair is looking towards the right. The image is a close-up shot of a group of people in a meeting, with a focus on their expressions and interactions. The text is overlaid on the image in a white, sans-serif font.

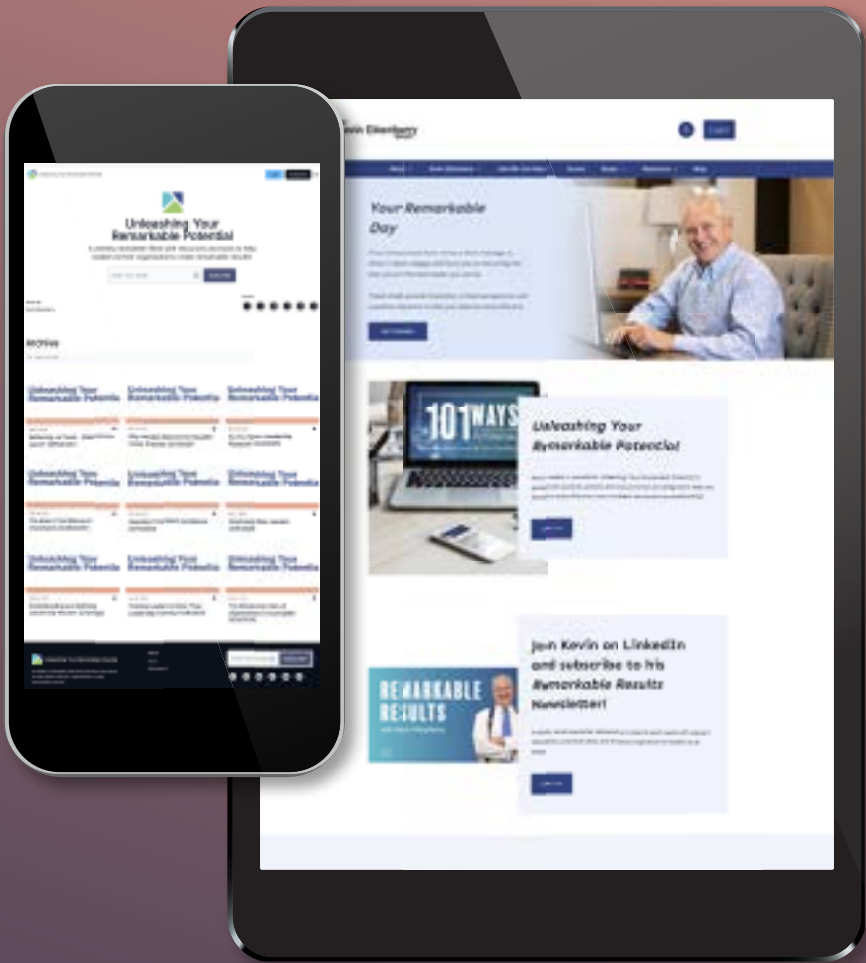
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