

149 Core Values with Meanings

The master values list from the Values Institute, built on *Start With Values* by Bradley Hook (Penguin, 2025).

1. Tick what fits. Read through and tick the values that feel like you. Think about how you *are*, not how you would like to be.

2. Narrow. Cut your ticks to ten, then to five. Values only help when they compete, so ask which one wins when two pull in different directions.

3. Rank. Write your top five on the last page, in order. Then test them against a real decision you are facing this month.

A colored dot marks the 48 values ranked by the free Values Assessment, which reveals your top five in about three minutes: app.values.institute

Belonging 34 values

The values of connection: how we love, relate, and hold each other.

- ☐ **Collaboration** Building something better by thinking and working together.
- ☐ **Community** • Being part of something larger than yourself.
- ☐ **Compassion** Meeting suffering with care and the will to help.
- ☐ **Connection** Feeling genuinely linked to the people around you.
- ☐ **Cooperation** Working with others toward a shared end.
- ☐ **Dignity** Treating every person as inherently worthy.
- ☐ **Diversity** Welcoming difference as a source of strength.
- ☐ **Empathy** • Understanding and sharing the feelings of another.
- ☐ **Equality** Believing everyone deserves the same rights and chances.
- ☐ **Fairness** • Treating people justly, without favor or bias.
- ☐ **Family** • Cherishing close bonds and prioritizing loved ones.
- ☐ **Forgiveness** Letting go of resentment so relationships can heal.
- ☐ **Friendship** • Valuing trust, connection, and companionship.
- ☐ **Generosity** Giving freely of your time, attention, and resources.
- ☐ **Harmony** Keeping relationships and surroundings in balance.
- ☐ **Inclusion** • Making sure no one is left outside the circle.
- ☐ **Intimacy** • Real closeness — being fully known by another.
- ☐ **Justice** Standing for what is right, especially for those with less power.
- ☐ **Kindness** • Acting with compassion and warmth toward others.
- ☐ **Love** • Giving and receiving deep, unconditional care.
- ☐ **Loyalty** • Standing by the people you commit to.
- ☐ **Respect** • Honoring the dignity and autonomy of others.
- ☐ **Sincerity** Meaning what you say and saying what you mean.
- ☐ **Solidarity** Standing with others in a common cause.
- ☐ **Supportiveness** Being someone others can lean on.
- ☐ **Sympathy** Caring about another person's hardship.
- ☐ **Teamwork** • Achieving together what no one could alone.
- ☐ **Thoughtfulness** Considering how your actions land on others.
- ☐ **Tolerance** Making room for views and ways of life unlike your own.
- ☐ **Trust** Relying on others and giving them room to come through.
- ☐ **Trustworthiness** Being someone whose word can be relied on.
- ☐ **Understanding** Seeking to grasp where another person is coming from.
- ☐ **Unity** Pulling together as one.
- ☐ **Warmth** Making people feel welcome and at ease.

Growth 48 values

How we learn, stretch, and become more capable.

- ☐ **Adaptability** Adjusting quickly when circumstances change.
- ☐ **Adventure** Seeking new experiences and the thrill of the unknown.
- ☐ **Balance** • Harmonizing your priorities, energy, and time.
- ☐ **Boldness** Acting decisively when hesitation would be easier.
- ☐ **Challenge** Choosing the hard thing because it makes you better.
- ☐ **Competence** Being genuinely good at what you do.
- ☐ **Confidence** Trusting your own ability and judgment.
- ☐ **Courage** • Facing challenges with strength and integrity.
- ☐ **Creativity** • Expressing originality and turning ideas into reality.
- ☐ **Curiosity** • Exploring with wonder and asking bold questions.
- ☐ **Determination** Holding to a goal until it is done.
- ☐ **Diligence** Giving steady, careful effort to your work.
- ☐ **Discipline** Doing what matters, especially when you don't feel like it.
- ☐ **Flexibility** Bending without breaking as plans shift.
- ☐ **Health** Caring for the body that carries everything else.

- ☐ **Humility** Knowing your limits and staying open to being wrong.
- ☐ **Improvement** Making things a little better, continuously.
- ☐ **Individuality** Being fully yourself rather than a copy.
- ☐ **Knowledge** Building a deep, accurate understanding of the world.
- ☐ **Learning** • Pursuing knowledge, understanding, and self-improvement.
- ☐ **Mastery** • Honing a craft until excellence becomes habit.
- ☐ **Mental Fitness** • Training a mind that stays strong under pressure.
- ☐ **Mindfulness** Paying full attention to the present moment.
- ☐ **Moderation** Avoiding excess and knowing when enough is enough.
- ☐ **Open-mindedness** Weighing new ideas on their merits.
- ☐ **Optimism** Expecting good outcomes and working toward them.
- ☐ **Originality** Bringing a fresh angle instead of following the template.
- ☐ **Patience** Giving things the time they need.
- ☐ **Perseverance** Continuing through difficulty and delay.
- ☐ **Pragmatism** Favoring what works over what sounds good.
- ☐ **Prudence** Thinking ahead and choosing with care.

Impact 33 values

How we act on the world: influence, autonomy, and achievement.

- ☐ **Accomplishment** • The earned satisfaction of work completed well.
- ☐ **Accountability** Owning your actions and their results.
- ☐ **Achievement** • Setting demanding goals and reaching them.
- ☐ **Advocacy** • Standing up and speaking out for what's right.
- ☐ **Ambition** Aiming high and striving to get there.
- ☐ **Authority** • Taking responsibility for decisions that matter.
- ☐ **Autonomy** • Charting your own course, on your own terms.
- ☐ **Commitment** Following through on what you have pledged.
- ☐ **Credibility** • Being believed because you've proven trustworthy.
- ☐ **Duty** Honoring your obligations, whether or not anyone is watching.
- ☐ **Efficiency** Getting the most from time and effort.
- ☐ **Excellence** Holding your work to the highest standard.
- ☐ **Freedom** Living and choosing without undue constraint.
- ☐ **Honor** Keeping faith with your principles and your word.
- ☐ **Independence** Standing on your own feet and thinking for yourself.
- ☐ **Influence** • Using your voice to shape thinking or behavior.

Fulfillment 34 values

Meaning, peace, and contribution: the values of a life well lived.

- ☐ **Altruism** • Giving generously with no expectation of return.

- ☐ **Realism** Seeing things as they are, not as you wish they were.
- ☐ **Reflection** Pausing to learn from your own experience.
- ☐ **Resilience** • Bouncing back from setbacks with strength and insight.
- ☐ **Resourcefulness** Finding a way with whatever is at hand.
- ☐ **Risk-Taking** • Betting on possibility when others play it safe.
- ☐ **Security** Feeling safe, provided for, and protected.
- ☐ **Self-control** Governing your impulses and emotions.
- ☐ **Self-improvement** Working steadily on becoming a better version of yourself.
- ☐ **Self-respect** Holding yourself in regard and acting accordingly.
- ☐ **Spontaneity** Saying yes to the unplanned moment.
- ☐ **Stability** • Steady ground you can build on.
- ☐ **Thrift** Using money and resources wisely.
- ☐ **Uniqueness** Prizing what sets you apart.
- ☐ **Vitality** • Feeling alive, energetic, and resilient.
- ☐ **Watchfulness** Staying alert to risk and opportunity.
- ☐ **Willpower** Summoning the inner strength to follow through.
- ☐ **Wisdom** • Seeing clearly and choosing well, beyond mere knowledge.

- ☐ **Innovation** Finding new and better ways to solve problems.
- ☐ **Inspiration** Lifting others to see what is possible.
- ☐ **Leadership** • Guiding and inspiring others toward a common goal.
- ☐ **Precision** Getting the details exactly right.
- ☐ **Proactivity** Acting before you are forced to.
- ☐ **Professionalism** Bringing skill, reliability, and courtesy to your work.
- ☐ **Punctuality** Respecting time, yours and everyone else's.
- ☐ **Quality** Caring that things are made and done well.
- ☐ **Reliability** Doing what you said you would, every time.
- ☐ **Reputation** • A name that stands for something, built over time.
- ☐ **Responsibility** Carrying what is yours to carry.
- ☐ **Status** • Earning a respected place among your peers.
- ☐ **Success** Reaching the goals you set for yourself.
- ☐ **Transparency** Operating in the open, with nothing hidden.
- ☐ **Visibility** • Being seen and recognized for who you are.
- ☐ **Wealth** • Building resources that create freedom and security.
- ☐ **Zeal** Wholehearted energy for a cause.

- ☐ **Authenticity** Living in line with who you really are.

- ☐ **Awe** • Staying open to wonder and what's vast beyond us.
- ☐ **Beauty** Noticing and creating what is lovely.
- ☐ **Contentment** Being at ease with what you have.
- ☐ **Contribution** • Leaving the world better than you found it.
- ☐ **Faith** Trusting in something greater than yourself.
- ☐ **Fun** Making room for play and lightness.
- ☐ **Grace** Moving through life with poise and generosity of spirit.
- ☐ **Gratitude** • Appreciating the moment and what you have.
- ☐ **Happiness** Cultivating joy and a life you enjoy living.
- ☐ **Honesty** • Telling the truth, especially when it costs you.
- ☐ **Hope** Believing the future can be better and acting on it.
- ☐ **Humor** Finding what's funny, even when things are hard.
- ☐ **Integrity** Doing the right thing when no one is looking.
- ☐ **Joyfulness** Bringing delight to ordinary days.
- ☐ **Legacy** • Building what will outlast you.
- ☐ **Nature** • Caring for the living world that carries us.
- ☐ **Passion** Pouring yourself into what you love.
- ☐ **Peace** • Protecting inner calm in a noisy world.
- ☐ **Philanthropy** Giving resources to improve other people's lives.
- ☐ **Purity** Keeping your motives and conduct clean.
- ☐ **Purpose** Having a reason that gets you up in the morning.
- ☐ **Quietness** Valuing stillness and space to think.
- ☐ **Service** Putting your effort toward the good of others.
- ☐ **Simplicity** Clearing away the inessential.
- ☐ **Spirituality** • Connecting with something greater than yourself.
- ☐ **Sustainability** Meeting today's needs without robbing tomorrow.
- ☐ **Tradition** • Honoring customs, heritage, and cultural roots.
- ☐ **Tranquility** Keeping a calm, settled mind.
- ☐ **Transcendence** • Rising beyond the self toward something timeless.
- ☐ **Vocation** • Work that feels like a calling, not a job.
- ☐ **Volunteering** Giving your time freely to help.
- ☐ **Zest** Meeting life with appetite and enthusiasm.

My top five values

In order. If you could only protect one when they conflict, which would it be?

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

Want a faster, more rigorous route? The free Values Assessment puts values head to head and reveals your top five in about three minutes, with no sign-up: <https://app.values.institute>