



Keyword: Values

A Starter List of Values

by Kevin Eikenberry

As discussed in *Remarkable Leadership*, it is often easier to think about our values when we have a list to help us think. This list is by no means all of the possible values and some listed are similar to others. The list is long to help spur your thoughts as you clarify what you value as the necessary first step to determining how your values will help you communicate, influence and lead more effectively, powerfully and authentically.

If you would like an even longer list to consider or resources for those you chose, go to: www.humanityquest.com/

Ability	Attentiveness	Cheerfulness
Abundance	Attractiveness	Clarity
Acceptance	Availability	Cleanliness
Accessibility	Awareness	Cleverness
Accomplishment	Awe	Closeness (proximity or emotional)
Accuracy	Balance	Comfort
Achievement	Beauty	Commitment
Acknowledgement	Being the best	Compassion
Activeness	Belonging	Completion
Adaptability	Benevolence	Composure
Adoration	Bliss	Concentration
Adventure	Boldness	Confidence
Affection	Bravery	Conformity
Affluence	Brilliance	Congruency
Aggressiveness	Calmness	Connection
Agility	Camaraderie	Consistency
Alertness	Candor	Contentment
Altruism	Capability	Continuity
Ambition	Caring	Contribution
Amusement	Carefulness	Control
Anticipation	Celebrity	Conviction
Appreciation	Certainty	Cooperation
Approachability	Challenge	Cordiality
Assertiveness	Charity	Correctness
Assurance	Charm	



A Starter List of Values (continued)

Courage	Energy	Growth (personal, business or other)
Courtesy	Enjoyment	Happiness
Craftiness	Entertainment	Harmony
Creativity	Enthusiasm	Health
Credibility	Excellence	Heart
Cunning	Excitement	Helpfulness
Curiosity	Exhilaration	Heroism
Daring	Expectancy	Holiness
Decisiveness	Expediency	Honesty
Decorum	Experience	Honor
Deference	Expertise	Hopefulness
Delight	Exploration	Hospitality
Dependability	Expressiveness	Humility
Depth	Extravagance	Humor
Desire	Extroversion	Hygiene
Determination	Exuberance	Imagination
Devotion	Fairness	Impact
Devoutness	Faith	Impartiality
Dexterity	Fame	Independence
Dignity	Family	Industry
Diligence	Fascination	Influence
Direction	Fashion	Ingenuity
Directness	Fearlessness	Inquisitiveness
Discipline	Fidelity	Insightfulness
Discovery	Fierceness	Inspiration
Discretion	Financial independence	Integrity
Diversity	Firmness	Intelligence
Dominance	Fitness	Intensity
Dreaming	Flexibility	Intimacy
Drive	Flow	Introversion
Duty	Fluency	Intuition
Eagerness	Focus	Intuitiveness
Economy	Fortitude	Inventiveness
Education	Freedom	Investing
Effectiveness	Friendliness	Joy
Efficiency	Frugality	Judiciousness
Elation	Fun	Justice
Elegance	Generosity	Kindness
Empathy	Giving	Knowledge
Encouragement	Grace	Leadership
Endurance	Gratitude	



A Starter List of Values (continued)

Learning	Poise	Selflessness
Liberation	Polish	Self-reliance
Liberty	Popularity	Sensitivity
Liveliness	Potency	Sensuality
Logic	Power	Serenity
Longevity	Practicality	Service
Love	Pragmatism	Sharing
Loyalty	Precision	Shrewdness
Making a difference	Preparedness	Significance
Mastery	Presence	Silence
Maturity	Privacy	Silliness
Meekness	Proactivity	Simplicity
Mellowness	Professionalism	Sincerity
Meticulousness	Prosperity	Skillfulness
Mindfulness	Prudence	Solidarity
Modesty	Punctuality	Solitude
Motivation	Purity	Soundness
Mysteriousness	Realism	Speed
Neatness	Reason	Spirit
Nerve	Reasonableness	Spirituality
Obedience	Recognition	Spontaneity
Open-mindedness	Recreation	Spunk
Openness	Refinement	Stability
Optimism	Reflection	Stillness
Order	Relaxation	Strength
Organization	Reliability	Structure
Originality	Religiousness	Success
Outlandishness	Resilience	Support
Outrageousness	Resolution	Supremacy
Passion	Resolve	Surprise
Peace	Resourcefulness	Sympathy
Perceptiveness	Respect	Synergy
Perfection	Rest	Teamwork
Perkiness	Restraint	Temperance
Perseverance	Rigor	Thankfulness
Persistence	Sacredness	Thoroughness
Persuasiveness	Sacrifice	Thoughtfulness
Philanthropy	Saintliness	Thrift
Playfulness	Satisfaction	Tidiness
Pleasantness	Security	Timeliness
Pleasure	Self-control	Traditionalism



A Starter List of Values (continued)

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



Kevin Eikenberry is a bestselling author, consultant, trainer, speaker, coach, leader, learner, husband and father. He is the Chief Potential Officer of the Kevin Eikenberry Group (www.KEVINEIKENBERRY.COM) and the Creator of the Remarkable Leadership Learning System (www.REMARKABLE-LEADERSHIP.COM), both of which are dedicated to life-long learning and helping Clients unleash their remarkable potential. Interested in becoming the remarkable leader you were born to be? Go to www.REMARKABLE-LEADERSHIP.COM today!
