MODULE THREE:

BUILDING YOUR BUSINESS CORE VALUES

Abundance

Acceptance

Accessibility

Accomplishment

Accountability

Accuracy

Achievement

Acknowledgment

Activeness

Adaptability

Adoration

Advancement

Adventure

Affection

Affluence

Aggressiveness

Agility

Alertness

Altruism

Ambition

Amusement

Anticipation

Appreciation

Approachability

Articulateness

Assertiveness

Assurance

Attentiveness

Attractiveness

Audacity

Authenticity

Availability

Awareness

Awe

Balance

Beauty

Belonging

Benevolence

Bliss

Boldness

Bravery

Brilliance

Buoyancy

Calmness

Camaraderie

Candour

Capability

Care

Carefulness

Celebrity

Certainty

Challenge

Charity

Charm

Chastity

Cheerfulness

Clarity

Cleanliness

Cleverness

Closeness

Comfort

Commitment

Compassion

Competitiveness

Competence

Completion

Composure

Concentration

Confidence

Conformity

Congruency

Connection

Consensus

Consciousness

Consistency

Contentment

Continuity

Contribution

Control

Conviction

Conviviality

Coolness

Cooperation

Cordiality

Correctness

Courage

Courtesy

Craftiness

Creativity

Credibility

Cunning

Curiosity

Daring

Decisiveness

Decorum

Deference

Delight

Dependability

Depth

Desire

Determination

Devotion

Devoutness

Dexterity

Dignity

Diligence

Directness

Discipline

Discovery

Discretion

Diversity

Dominance

Dreaming

Drive

Duty

Dynamism

Eagerness

Economy

Ecstasy

Education

Effectiveness

Efficiency

Elation

Elegance

Empathy

Empowerment

Encouragement

Endurance

Energy

Enjoyment

Entertainment

Enthusiasm

Environment

Excellence

Excitement

Exhilaration

Expectancy

Expediency

Experience

Expertise

Exploration

Expressiveness

Extravagance

Extroversion

Exuberance

Fairness

Faith

Fame

Family

Fascination

Fashion

Fearlessness

Ferocity

Fidelity

Fierceness

Firmness

Fitness

Flexibility

Flow

Fluency

Focus

Forgiveness

Fortitude

Frankness

Freedom

Friendliness

Frugality

Fun

Gallantry

Generosity

Gentility

Giving

Grace

Gratitude

Gregariousness

Growth

Guidance

Happiness

Harmony

Health

Heart

Helpfulness

Heroism

Honesty

Honour

Hope

Hopefulness

Hospitality

Humility

Humour

Hygiene

Imagination

Impact

Impartiality

Independence

Influence

Ingenuity

Inquisitiveness

Insightfulness

Inspiration

Integrity

Intelligence

Intensity

Intimacy

Intrepidness

Introversion

Intuition

Intuitiveness

Inventiveness

Investing

Joy

Judiciousness

Justice

Keenness

Kindness

Knowledge

Leadership

Learning

Liberation

Liberty

Liveliness

Logic

Longevity

Love

Loyalty

Majesty

Mastery

Maturity

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

Piety

Playfulness

Pleasantness

Pleasure

Poise

Polish

Popularity

Potency

Power

Practicality

Pragmatism

Precision

Preparedness

Presence

Privacy

Proactivity

Professionalism   Prosperity

Power

Prudence

Punctuality

Purity

Quality

Realism   Reason   Reasonableness   Recognition

Recreation   Refinement   Reflection   Relaxation   Reliability   Religiousness   Resilience   Resolution   Resolve   Resourcefulness   Respect   Responsibility   Rest   Restraint   Results   Reverence   Richness   Rigor

Sacredness   Sacrifice   Satisfaction   Security   Self-control   Selflessness   Self-Identity   Self-reliance   Sensitivity   Sensuality   Serenity   Service   Sexuality   Sharing   Shrewdness   Significance   Silence   Silliness   Simplicity   Sincerity   Skillfulness   Solidarity   Solitude   Soundness   Speed   Spirit   Spirituality   Spontaneity   Spunk   Stability   Status   Stealth   Stillness   Strategy

Strength

Structure   Success      Support   Supremacy

Surprise   Sympathy   Synergy

Teamwork   Temperance   Thankfulness   Thoroughness   Thoughtfulness   Thriftiness  Tidiness   Timeliness   Traditionalism   Tranquility   Transcendence   Thoroughness   Trust   Trustworthiness   Truth

Understanding   Unflappability   Uniqueness   Unity   Urgency   Usefulness   Utility

Valour   Variety   Victory   Vigour   Virtue   Vision   Vitality   Vivacity

Warmth   Watchfulness   Wealth   Wellness   Willfulness   Willingness   Winning   Wisdom

Wittiness   Wonder

Youthfulness

Zeal

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| My first business core value is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  This value is important to me because...  Examples of how I live this core value are …  This is important / valuable to my clients because… |



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| My second business core value is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  This value is important to me because...  Examples of how I live this core value are …  This is important / valuable to my clients because… |

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| My third business core value is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  This value is important to me because...  Examples of how I live this core value are …  This is important / valuable to my clients because… |



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| My fourth business core value is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  This value is important to me because...  Examples of how I live this core value are …  This is important / valuable to my clients because… |

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| My fifth business core value is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  This value is important to me because...  Examples of how I live this core value are …  This is important / valuable to my clients because… |



**ADDITIONAL NOTES:**