



# The Big List of Core Value Words

## 50 Examples of Words Used in Core Values:

Sustainability	Innovation	Excellence
Reliability	Loyal	Committed
Dependable	Passionate	Courageous
Respectful	Inspiring	Honesty
Integrity	Consistent	Efficient
Humorous	Optimistic	Positive
Nurturing	Open-minded	Adventurous
Resourceful	Customer Service	Fun
Humble	Community	Responsibility
Quality	Satisfaction	Delight
Support	Caring	Partnership
Best	Value	Global
Transformation	Leadership	Teamwork
Diversity	Humility	Transparency
Results	Fanatical	Friends
Family	Listening	Learning
Educating	Remarkable	

## Big List of Value Words

Ability	Abundance	Acceptance
Accomplishment	Achievement	Adaptability
Adventure	Affection	Affluence
Alertness	Ambition	Anticipation
Appreciation	Approachability	Artfulness
Assertiveness	Assurance	Attentiveness
Audacity	Availability	Awareness
Awe	Balance	Beauty
Being-ness	Belongingness	Benevolence
Blissfulness	Boldness	Bravery
Brilliance	Briskness	Buoyancy
Calmness	Camaraderie	Candor
Capability	Care	Carefulness
Certainty	Challenge	Charity
Charm	Chastity	Cheerfulness
Clarity	Classy	Cleanliness
Cleverness	Closeness	Cognizance
Comfort	Commitment	Compassion
Competence	Complacency	Completion
Composure	Concentration	Confidence
Conformity	Congruency	Connection
Consciousness	Consistency	Contentment
Continuity	Contribution	Control
Conviction	Conviviality	Coolness
Cooperation	Copiousness	Cordiality

## THE BIG LIST OF CORE VALUE WORDS

Correctness	Courage	Courtesy
Craftiness	Creativity	Credibility
Cunning	Curiosity	Daring
Decisiveness	Decorum	Deepness
Deference	Delicacy	Delight
Dependability	Depth	Desire
Determination	Devotion	Devoutness
Dexterity	Dignity	Diligence
Diplomacy	Direction	Directness
Discernment	Discretion	Discipline
Discovery	Discretion	Diversity
Dreaming	Drive	Duty
Dynamism	Eagerness	Economy
Ecstasy	Education	Effectiveness
Efficiency	Elation	Elegance
Empathy	Encouragement	Endurance
Energy	Enjoyment	Enlightenment
Entertainment	Enthusiasm	Exactness
Excellence	Excitement	Exhilaration
Expectancy	Expediency	Experience
Expertise	Exploration	Expressiveness
Extravagance	Extroversion	Exuberance
Evolution	Facilitating	Fairness
Faith	Fame	Fascination
Fashion	Fearlessness	Fidelity
Fineness	Finesse	Firmness
Fitness	Flexibility	Flow
Fluency	Fluidity	Focus
Fortitude	Frankness	Freedom

## THE BIG LIST OF CORE VALUE WORDS

Friendliness	Frugality	Fun
Gallantry	Generosity	Gentility
Genuineness	Giving	Grace
Gratefulness	Gratitude	Gregariousness
Growth	Guidance	Happiness
Harmony	Health	Heart
Helpfulness	Heroism	Holiness
Honesty	Honor	Hopefulness
Hospitality	Humility	Humor
Hygiene	Imagination	Impact
Impartiality	Impeccability	Independence
Industry	Ingenuity	Inquisitiveness
Insightfulness	Inspiration	Instinctiveness
Integrity	Intelligence	Intensity
Intimacy	Intrepidity	Introversion
Intuition	Intuitiveness	Inventiveness
Joy	Judiciousness	Justice
Keeness	Kindness	Knowledgeableness
Lavishness	Leadership	Learning
Liberation	Liberty	Liveliness
Logic	Longevity	Love
Loyalty	Majesty	Mastery
Maturity	Meekness	Mellowness
Meticulousness	Mindfulness	Moderation
Modesty	Motivation	Mysteriousness
Neatness	Nerve	Obedience
Open-mindedness	Openness	Optimism
Opulence	Order	Organization
Originality	Outlandishness	Outrageousness

## THE BIG LIST OF CORE VALUE WORDS

Passion	Peacefulness	Perceptiveness
Perfection	Perseverance	Persistence
Persuasiveness	Philanthropy	Piety
Playfulness	Pleasantness	Pleasure
Plentiful-ness	Poise	Polish
Popularity	Potency	Practicality
Pragmatism	Precision	Preeminence
Preparedness	Presence	Privacy
Proactivity	Proficiency	Professionalism
Prosperity	Prudence	Punctuality
Purity	Qualification	Quietness
Quickness	Realism	Readiness
Reason	Recognition	Recreation
Refinement	Reflection	Relaxation
Reliability	Resilience	Resolution
Resolve	Resourcefulness	Respect
Restfulness	Restraint	Reverence
Richness	Rigor	Sacredness
Sacrifice	Sagacity	Saintliness
Sanguinity	Satisfaction	Security
Self-control	Selflessness	Self-realization
Self-reliance	Sensitivity	Sensuality
Serenity	Service	Sexuality
Sharing	Shrewdness	Significance
Silence	Silliness	Simplicity
Sincerity	Skillfulness	Smartness
Sophistication	Solidarity	Solidity
Solitude	Soundness	Speed
Spirit	Spirituality	Spontaneity

## THE BIG LIST OF CORE VALUE WORDS

Stability	Stillness	Strength
Structure	Substantiality	Success
Sufficiency	Support	Supremacy
Surprise	Superb	Supremacy
Sympathy	Synergy	Tactfulness
Teamwork	Temperance	Thankfulness
Thoroughness	Thoughtfulness	Thrift
Timeliness	Traditionalism	Tranquility
Transcendence	Trust	Trustworthiness
Truth	Understanding	Uniqueness
Unity	Usefulness	Utility
Valor	Variety	Victory
Vigor	Virtue	Vision
Vitality	Vivacity	Warmth
Watchfulness	Wealth	Wholesomeness
Willingness	Winning	Wisdom
Wittiness	Wonder	Worthiness
Zeal	Zest	Zing

## Want to learn more and help others?

First, make sure that you and your audience are clear on your big 'why'. That's what drives you, personally, in all your decisions in your life AND in business.

You can learn more and use our ready-to-teach course to guide others through the process here:

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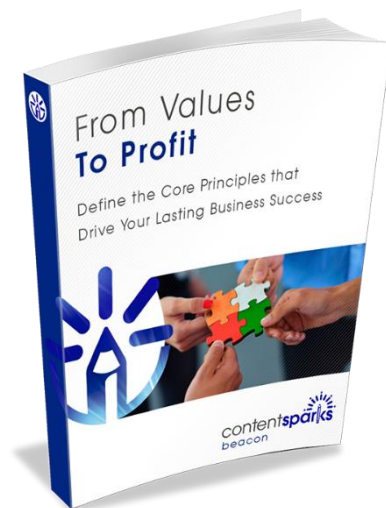


Next, check out our brandable, done-for-you course on how to [identify the core values for your business](#).

[CLICK HERE for our course on core values >>](#)

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*Sharyn Sheldon*