

Core Values

It all begins with your beliefs. What are the core values of your business? What is important to you personally? Here is a helpful list to get you started on your One Page Plan or any other business plan. Select two or three that speak to you or make up your own. It's fine to have a long list of values, just be sure to prioritize and keep your focus on the primary values.

Accuracy	Effectiveness	Leadership	Security
Achievement	Encouragement	Learning	Self-actualization
Adaptability	Energy	Love	Self-control
Adventure	Enjoyment	Loyalty	Sensibility
Affection	Enterprise	Maturity	Simplicity
Alertness	Enthusiasm	Method	Sincerity
Ambition	Excellence	Meticulousness	Skill
Assertiveness	Faith	Modesty	Sociability
Authenticity	Fitness	Naturalness	Status
Balance	Flexibility	Nurturing	Strength
Beauty	Focus	Optimism	Success
Boldness	Forgiveness	Organization	Sympathy
Broadmindedness	Freedom	Originality	Tact
Calmness	Friendship	Patience	Talent
Capability	Fulfillment	Peace	Teamwork
Career	Generosity	Perseverance	Thankfulness
Caring	Gentleness	Persistence	Thoroughness
Clear thinking	Good attitude	Personal fulfillment	Tolerance
Compassion	Good humor	Personal mastery	Tranquility
Competence	Growth	Playfulness	Trustworthiness
Confidence	Happiness	Pleasantness	Truthfulness
Conscientiousness	Hard work	Politeness	Understanding
Consideration	Health	Possessiveness	Uniqueness
Contentment	Helpfulness	Practicality	Value
Contribution	Honesty	Precision	Versatility
Cooperation	Hope	Professionalism	Victory
Courage	Humility	Progress	Vigor
Creativity	Imagination	Prosperity	Warmth
Customer Service	Impartiality	Punctuality	Willpower
Dependability	Independence	Purposefulness	Wisdom
Determination	Innovation	Quality	Wit
Diligence	Integrity	Quickness	Youthfulness
Discipline	Joviality	Resourcefulness	Zeal
Distinction	Joy	Respect	
Dynamism	Kindness	Responsibility	
Education	Knowledge	Satisfaction	

Courtesy of:



businesscoachoforegon.com
info@businesscoachoforegon.com

Source: Focal Point, Brian Tracy