

VERY IMPORTANT	IMPORTANT
NOT IMPORTANT	Accountability
Achievement	Authenticity
Autonomy	Belonging
Caring	Challenge

Change	Collaboration
Communication	Community
Competence	Competition
Consensus	Conviction
Creativity	Curiosity

Decisiveness	Dedication
Democracy	Diversity
Education	Efficiency
Empathy	Empowerment
Environment	Equality

Excellence

Excitement

Expertise

Fairness

Fame

Flexibility

Freedom

Friendship

Fun

Gratitude

Growth

Happiness

Health

Honesty

Honor

Humanity

Humility

Humor

Imagination

Independence

Individuality	Influence
Innovation	Integrity
Involvement	Justice
Knowledge	Leadership
Learning	Loyalty

Meaning	Merit
Money	Openness
Order	Patience
Perseverance	Philanthropy
Power	Prestige

Privacy	Productivity
Purpose	Quality
Recognition	Relationships
Reputation	Respect
Responsibility	Rigor

Risk	Safety
Security	Service
Sharing	Simplicity
Stability	Status
Structure	Success

Teamwork	Transparency
Trust	Understanding
Variety	Vision
Vulnerability	Wealth
Wisdom	