

Values



Choose values that apply to you and your business to inspire you when writing a mission statement.

Results	Competition	Teamwork	Compassion
Accomplishment	Aggressive	Appreciation	Acceptance
Achievement	Aggressiveness	Citizenship	Affection
Affective	Ambition	Collaboration	Altruism
Completion	Assertive	Community	Belonging
Contribution	Assertiveness	Connection	Caring
Effective	Bold	Cooperation	Charity
Effectiveness	Boldness	Coordination	Comfort
Impact	Competition	Employees	Compassion
Maximizing	Competitive	Environment	Concern for Others
Maximum Utilization	Decisive	Family	Decency
Performance	Decisiveness	Family Atmosphere	Empathy
Productivity	Direct	Friendship	Generosity
Profitability	Directness	Harmony	Giving
Profits	Dominance	Local	Goodness
Prosperity	Ferocious	Members	Goodwill
Punctuality	Fierce	Partnership	Heart
Results	Intensity	People	Helpful
Results-Oriented	Potency	Relationships	Kindness
Succeed	Power	Shared Prosperity	Love
Success	Powerful	Sharing	Philanthropy
Timeliness	Victorious	Support	Selfless
Timely	Victory	Synergy	Sensitivity
Value	Winning	Teamwork	Service
Value Creation		Unity	Sympathy
Wealth			Understanding

Determination	Commitment	Initiative	Creative
Conviction	Accountability	Activity	Creation
Determination	Commitment	Discipline	Creative
Determined	Continuity	Drive	Creativity
Endurance	Dedication	Eagerness	Curiosity
Firm	Dependability	Empower	Different
Focus	Devotion	Empowering	Differentiation
Fortitude	Devout	Energy	Discovery
Hard Work	Duty	Independence	Dreaming
Perseverance	Faith	Individuality	Fresh
Persistence	Faithfulness	Industry	Fresh Ideas
Persuasive	Fidelity	Initiative	Genius
Resilience	Honor	Optimism	Imagination
Resolute	Loyalty	Positive	Inquisitive
Resolution	Patriotism	Proactive	Inspiration
Resolve	Reliability	Proactively	Invention
Spirit	Reliable	Rigor	Mystery
Strength	Responsibility	Self Motivation	Original
Tough	Sacrifice	Self Responsibility	Originality
Toughness		Self-Directed	Talent
Willfulness		Self-Reliance	Unique
		Vigor	Uniqueness
		Vital	Variety
		Vitality	Wonder

Irreverent	Longevity	Adventure	Capable
Anti-Bureaucratic	Anticipate	Adventure	Brilliance
Anti-Corporate	Anticipation	Adventurous	Brilliant
Impious	Focus on Future	Bravery	Capability
Informal	Foresight	Challenge	Capable
Irreverence	Insight	Courage	Clever
Irreverent	Insightful	Daring	Competence
No Bureaucracy	Intuition	Exploration	Competency
Profane	Investing	Explore	Craftiness
	Investment	Fearless	Craftsmanship
	Leadership	Heroism	Cunning
	Longevity	Nerve	Depth
	Mindful	Progress	Experience
	Perception	Pursue	Expertise
	Perceptive	Pursuit	Fluency
	Self Awareness	Risk	Intelligence
	Stewardship	Risk Taking	Mastery
	Sustainability	Valor	Maturity
	Vision		Quality
			Quality of Work
			Shrewd
			Skill
			Skillfulness
			Smart
			Wisdom

Learning	Organization	Awareness	Structure
Continuous Improvement	Clean	Alert	Conformity
Development	Cleanliness	Alertness	Control
Education	Hygiene	Attentive	Formal
Engagement	Neatness	Attentiveness	History
Growth	Organization	Awareness	Holiness
Improvement	Sanitary	Clear	Legal
Knowledge		Clear-Minded	Obedience
Learning		Confidence	Order
Motivation		Consciousness	Preservation
Personal Development		Prepared	Reverence
Personal Growth		Responsiveness	Rule of Law
Potential		Watchful	Serious
Training		Watchfulness	Stability
			Standardization
			Structure
			Systemization
			Traditional

Change	Excellence	Safety	Accuracy
Adaptability	Above and Beyond	Confidential	Accurate
Agility	Being the Best	Confidentiality	Attention to Detail
Change	Best	Discretion	Careful
Entrepreneurship	Best People	Privacy	Carefulness
Fast	Exceed Expectations	Restraint	Concentration
Flexibility	Excellence	Safety	Consistency
Flexible	Great	Security	Diligence
Innovation	Greatness	Self-Control	Meticulous
Innovative	Perfection	Stealth	Precise
Speed	Pride		Precision
			Thorough

Customer Focus	Friendly	Integrity	Sincerity
Clients	Accessibility	Candor	Cordiality
Customer Focus	Approachability	Character	Courtesy
Customer Satisfaction	Approachable	Credibility	Encouragement
Customer Service	Availability	Ethical	Guidance
Customers	Available	Honesty	Hospitality
Delight	Communication	Humble	Listening
Patient-Centered	Friendly	Humility	Pleasantness
Patient-Focused	Inviting	Integrity	Sincerity
Patients	Warmth	Purity	
Patient-Satisfaction	Welcoming	Trust	
Satisfaction		Trustworthy	
		Truth	
		Virtue	

Freedom	Refined	Significance	Global
Democratic	Beauty	Famous	Comprehensive
Diversity	Dignity	Gratitude	Global
Equality	Elegance	Meaning	International
Equitable	Fashion	Popularity	Universal
Fairness	Polish	Recognition	Worldwide
Freedom	Professionalism	Significance	
Impartial	Refined	Status	
Justice		Thankful	
Liberty			
Merit			
Open			

Rational	Spontaneous	Fun	Composure
Certainty	Ease of Use	Amusement	Calm
Common Sense	Excitement	Balance	Calmness
Correct	Exciting	Cheerful	Composure
Down-to-Earth	Exhilarating	Enjoyment	Content
Economy	Exuberance	Entertainment	Contentment
Efficiency	Expressive	Enthusiasm	Meekness
Efficient	Extrovert	Fitness	Mellow
Frugality	Flair	Fun	Patience
Level-Headed	Intuitive	Happiness	Peace
Logic	Lively	Health	Poise
Moderation	Outrageous	Hope	Reflection
Modesty	Passion	Hopeful	Relaxation
Practical	Spirituality	Humor	Rest
Pragmatic	Spontaneous	Joy	Serenity
Prudence	Surprise	Play	Silence
Rational		Playfulness	Simplicity
Real		Recreation	Solitude
Realistic		Sense of Humor	Thoughtful
Reason		Silliness	Tranquility
Resourceful		Work/Life Balance	Unflappable
Resourcefulness			
Temperance			
Useful			
Utility			