

## Appendix B

### Sample Core Values

|                        |                  |
|------------------------|------------------|
| Accountability         | Accuracy         |
| Achievement            | Adventurousness  |
| Altruism               | Ambition         |
| Assertiveness          | Balance          |
| Being the best         | Belonging        |
| Boldness               | Calmness         |
| Carefulness            | Challenge        |
| Cheerfulness           | Clear-mindedness |
| Commitment             | Community        |
| Compassion             | Competitiveness  |
| Consistency            | Contentment      |
| Continuous improvement | Contribution     |
| Control                | Cooperation      |
| Correctness            | Courtesy         |
| Creativity             | Curiosity        |
| Decisiveness           | Democraticness   |
| Dependability          | Determination    |
| Devoutness             | Diligence        |
| Discipline             | Discretion       |

## Appendix B - Cont'd.

### Sample Core Values

|                |                     |
|----------------|---------------------|
| Diversity      | Dynamism            |
| Economy        | Effectiveness       |
| Efficiency     | Elegance            |
| Empathy        | Enjoyment           |
| Enthusiasm     | Equality            |
| Excellence     | Excitement          |
| Expertise      | Exploration         |
| Expressiveness | Fairness            |
| Faith          | Family-orientedness |
| Fidelity       | Fitness             |
| Fluency        | Focus               |
| Freedom        | Fun                 |
| Generosity     | Goodness            |
| Grace          | Growth              |
| Happiness      | Hard work           |
| Health         | Helping Society     |
| Holiness       | Honesty             |
| Humor          | Humility            |
| Independence   | Ingenuity           |

## Appendix B - Cont'd.

### Sample Core Values

|                     |                     |
|---------------------|---------------------|
| Inner Harmony       | Inquisitiveness     |
| Insightfulness      | Intelligence        |
| Intellectual Status | Intuition           |
| Joy                 | Justice             |
| Leadership          | Legacy              |
| Love                | Loyalty             |
| Making a difference | Mastery             |
| Merit               | Obedience           |
| Openness            | Order               |
| Originality         | Patriotism          |
| Perfection          | Piety               |
| Positivity          | Practicality        |
| Preparedness        | Professionalism     |
| Prudence            | Quality-orientation |
| Reliability         | Resourcefulness     |
| Restraint           | Results-oriented    |
| Rigor               | Security            |
| Self-actualization  | Self-control        |
| Selflessness        | Self-reliance       |

## Appendix B - Cont'd.

### Sample Core Values

|                 |                |
|-----------------|----------------|
| Sensitivity     | Serenity       |
| Service         | Shrewdness     |
| Simplicity      | Soundness      |
| Speed           | Spontaneity    |
| Stability       | Strategic      |
| Strength        | Structure      |
| Success         | Support        |
| Teamwork        | Temperance     |
| Thankfulness    | Thoroughness   |
| Thoughtfulness  | Timeliness     |
| Tolerance       | Traditionalism |
| Trustworthiness | Truth-seeking  |
| Understanding   | Uniqueness     |
| Unity           | Usefulness     |
| Vision          | Vitality       |