

A List of Values

ACCEPTANCE	4
ACCOMPLISHMENT	4
ACCOUNTABILITY	4
ACTION	4
ADVENTURE	4
AGGRESSIVENESS	4
APPROACHABILITY	5
BALANCE	5
BRAVERY	5
CALM	5
CLEANLINESS	5
COLLABORATION	6
COMMUNITY	6
CONFIDENCE	6
CONSERVATION	6
CONSIDERATION	6
CONSISTENCY	6
CONVICTION	7
CREATIVITY	7
DARING	7
DEPENDABILITY	7
DETERMINATION	7
DISCRETION	7
DIVERSITY	8

DREAMING	8
DYNAMISM	8
EDUCATION	8
ENTHUSIASM	8
EXPERIENCE	9
FAIRNESS	9
FAITH	9
FITNESS	9
FRANKNESS	9
FREEDOM	10
FRESHNESS	10
FRUGALITY	10
GENEROSITY	10
GROWTH	10
HAPPINESS	10
HONESTY	11
HUMOUR	11
HYGIENE	11
IMAGINATION	11
INTELLIGENCE	11
INTUITION	12
JUSTICE	12
LOGIC	12
LONGEVITY	12
MASTERY	12
MODESTY	12
MONEY	12

OBEDIENCE	13
OBJECTIVITY	13
OPEN-MINDEDNESS	13
OPTIMISM	13
ORGANIZATION	13
ORIGINALITY	14
PATIENCE	14
PEACE	14
PERSEVERANCE	14
PLAYFULNESS	14
POISE	14
POLITENESS	14
POWER	15
PROFESSIONALISM	15
PUNCTUALITY	15
REPUTATION	15
RESILIENCE	15
REST	15
SELF-AWARENESS	16
SIMPLICITY	16
SINCERITY	16
TRADITION	16
WEALTH	16
WISDOM	17



ACCEPTANCE

The world is filled with billions of people, all of whom are unique in multiple ways. It's important to be accepting of people who look or act differently than you do. Belief systems and personal upbringing are completely varied. Oftentimes, extending acceptance can lead to enlightenment and joy.

ACCOMPLISHMENT

If you're the type of person who likes to set goals and plan how to achieve them, then accomplishment may be one of your personal values. Remember to always be humble about your accomplishments.

ACCOUNTABILITY

Accountability means facing your responsibilities and owning up to your mistakes. When you show that you're accountable, people will trust you more in the long run.

ACTION

Ideas are a dime a dozen... but it is action that separates high achievers from the rest of the crowd. If you value action, you're unafraid to make the big decisions necessary to execute your ideas.

ADVENTURE

When you look back on the past five years, do you remember: The times you spent watching TV? Or, the times you spent out travelling, hiking, kayaking, etc? Memories aside, people who actively seek adventure, lead much richer, more exciting lives.

AGGRESSIVENESS

Aggressiveness isn't necessarily synonymous with violence. If you value aggressiveness, it may simply mean that you act quickly and with force. Aggressive decision makers know what they want, and do whatever it takes to get it. This value is particularly helpful in a business or athletic setting where competitive stakes are high.



APPROACHABILITY

This value is especially important to those in leadership roles, whether at work or home. You want people to feel like they can come to you with problems or concerns they have. People who value approachability are often given growing responsibility in the workplace because they easily gain the trust of others.

BALANCE

Balance is an understated value that every man should consider adding to his list. This value refers to not letting any single thing dominate your life. Rather, it keeps stress in check and makes sure personal enjoyment a priority. Make sure you devote balanced time to work, family, friends, and play.

BRAVERY

Bravery is not true bravery until it is put to the test. But, being brave isn't always about facing danger and harm. Sometimes, being brave means standing alone to make the tough decisions. Others might get mad at you. Regardless, being brave always means doing the right thing.

CALM

Being calm goes hand in hand with logic. It's hard to make good decisions when you're angry or stressed out. Learn how to take a step back from a situation and just relax. If you can do this, you will feel better and have a chance to make better decisions about the things that truly matter.

CLEANLINESS

If you're like me, the state of your mind directly correlates to the state of your apartment. If my living space is filled with clutter, you can bet my mind is, too.



COLLABORATION

In many situations, difficult tasks are easiest to accomplish when you work with others. Don't shy away from the chance to combine minds and accomplish something great. Consider The Beatles...or any other famous band. Collaboration is an especially important value for creatives.

COMMUNITY

Those who value community most likely have warm memories of their hometown, church, school, etc. As adults, they might volunteer to help others, too. Don't slack on giving back to the places that made you who you are. Strive to create a sense of community wherever you go.

CONFIDENCE

Some say we can smell confidence on people like perfume. If you're confident, people are more likely to trust your decisions and give you greater responsibility.

CONSERVATION

Conservation means keeping things the way they should be—and it doesn't just refer to the environment. If you value conservation, you may be more content than most. You do not consume for the sake of it, but choose to live in a thoughtful manner. This value is very important because things are rapidly changing, often due to negative influences such as pollution and corrupt politicians.

CONSIDERATION

As we grow up, we learn that the world does not revolve around us. It's important to treat everyone with consideration and respect, even if they don't offer you the same courtesy.

CONSISTENCY

Consistency isn't synonymous with boring. Being consistent gives people a sense of comfort in the decisions you make because they can rely on your actions towards them.



CONVICTION

A person with conviction believes it's important to stick to your guns and follow your gut. It requires that you only change your mind if it's what you truly believe in. It's impossible to learn from your mistakes if you don't have the conviction to stand by your decisions.

CREATIVITY

Thinking outside the box is one of the most valuable skills necessary to confront the curveballs life throws your way. Great leaders aren't afraid to get creative and challenge the normal ways of doing things.

DARING

Daring means taking risks. You can't go through life afraid to swing the bat because, if you do, you'll never hit a home run. If you possess the value of daring, you are the type of person who follows their gut and has a high risk tolerance when making life decisions. The person who values daring can also experience huge payoffs.

DEPENDABILITY

Are you someone that always sticks to your word and is there for others when times get hard? If so, dependability may be one of your core values.

DETERMINATION

Determination means not giving up when things get tough. If you make a conscious decision to face a tough situation head-on, you'll find that time changes them into something to overcome rather than just being hardships.

DISCRETION

Discretion means behaving and speaking in a way that avoids causing offense or revealing private information. This is a great value to have in social and professional settings where you frequently interact with new people.



DIVERSITY

We often learn the most from those who differ from us in culture, race, or beliefs. Holding diversity as a core value means more than just acknowledging that cultures and traditions differ from your own. It means striving to expose yourself to those diverse experiences.

DREAMING

Dreaming and imagination often go hand in hand in the value line up of creative people. Dreams shouldn't be things that come to you in the night and fade into distant memory. Some of the most important inventions in our history started as dreams. Does inspiration strike when you let your mind wander? If so, dreaming may be a core value of yours.

DYNAMISM

Dynamism comes from the work dynamic, which means "constant change, activity, or progress." A person who is dynamic can quickly and successfully adapt to new situations, no matter what challenges they face. They tend to thrive in chaotic environments. Think: human pocket-knife.

EDUCATION

Gaining a higher education is one of the best ways for someone who comes from nothing to achieve great success and wealth. Do not underestimate the power of education. More importantly, realize that you're never too old to learn. Education should be a lifelong endeavour for all.

ENTHUSIASM

Enthusiasm is similar to determination. If you practice enthusiasm in challenging situations, they tend to lose some of their difficulty. So much of what we do is about mindset. If you approach a situation with enthusiasm, the outcome will often be positive as well.



EXPERIENCE

If you value experience, you look at life as a series of opportunities for growth. It also means that you recognize the value of different experiences, whether good or bad. Experience is necessary for another value on the list: wisdom.

FAIRNESS

Every man has heard his mom say, “life isn’t fair.” But that shouldn’t stop you from trying to make it that way. Being fair goes a long way toward establishing other values, like trust and confidence.

FAITH

In a nutshell, faith means believing everything is going to work out in the end. It can also mean that you believe in something much greater than yourself. Faith is such a hard value to define because it means something different to so many people. No matter what you believe, make sure you use that belief to guide your decisions.

FITNESS

Fitness isn’t often thought of as a value, but it should be. If your body is healthy, your mind will follow suit. Centring your life on health and fitness makes it easier to attend to the other values on your list.

FRANKNESS

People usually appreciate someone who is able to speak their mind. Being frank can help to get you out of tough situations and clear up awkward misunderstandings. While not everyone appreciates the concept that “honesty is the best policy,” those who value frankness would have it no other way.



FREEDOM

Freedom is a value that everyone should hold dear. Don't forget how lucky we are to have freedom. Claiming freedom as a personal value isn't just about being thankful. It's about trying to advance freedom any time you see an opportunity.

FRESHNESS

I'm not talking about vegetables here, guys. Freshness means finding new experiences and challenges in life. Some people are comforted by routines...quite happy to never leave their city. If freshness is a core value, you're not one of those people.

FRUGALITY

Would you like to be wealthy one day? If you're like most Americans, the surest path to wealth is one of smart and conservative spending. For many, this isn't an easy thing to do. But there are some people who have a naturally frugal mindset.

GENEROSITY

If you're lucky enough to be successful in life, don't forget to give back to the world that allowed you to achieve that success. Even if you don't achieve wealth and fame, give willingly to help others. Giving things like your time, energy, and compassion can show that you value generosity.

GROWTH

It's important to never settle in life. Humans have many different aspects to their personalities, and growth is possible in all of them. If you're the type of person who looks for lessons in your past mistakes, growth may be one of your personal values.

HAPPINESS

Happiness seems like a value that would automatically be included on everyone's list. Who doesn't want to be happy, right? Know what things make you happy, and frame your life around those things.



HONESTY

Great businessmen will tell you that the most valuable thing you have is your name. Unlike ties and pants, your reputation can't be easily replaced once soiled. Tell the truth and keep your word, even if it hurts.

HUMOUR

Humour can go a long way in making a tough situation more bearable. As with many values, know which situations are appropriate for humour, and which ones call for a more reserved tone. Humour should not be overlooked as a core value!

HYGIENE

For those who maintain hygiene as a deep-rooted value, it is not just about social acceptance. They pride themselves in every aspect of personal care. For example, not only does flossing prevent bad breath, but scientists also think it may prevent heart disease. This is just one example of why hygiene might deserve to be a core value.

IMAGINATION

Imagination may seem like something you are expected to let go when you enter into adulthood, but that is not the case! In fact, a good imagination can be one of the most crucial components to a successful business. In a day and age where it seems like everything has been done before, don't be afraid to think outside of the box.

INTELLIGENCE

Valuing intelligence does not mean that you consider yourself to be extremely smart. It actually means that you constantly strive to gain and apply knowledge. Make sure you know the difference between acting intelligently and simply acting.



INTUITION

Intuition basically means to go with your gut. Some people make great decisions naturally, without many facts to help them. These people have great intuition. Know yourself and your track record before you decide that intuition is one of your core values.

JUSTICE

If you value justice, you strive for liberty and fairness. Justice is an important value because, by acting according to what's fair, you gain trust and demonstrate responsibility. A just man also deals with compassionately with others.

LOGIC

What do your life and stairs have in common? They both require steps. Decide where you want to be in 10 years and plan logical steps to get there. Numbers are your friend.

LONGEVITY

This is another value that is easy to talk about, but much more difficult to live. If you value longevity, you likely also value health and fitness. While longevity simply means living for a long time, it's living longer in order to be with your loved ones that means the most.

MASTERY

As a rule of thumb, every man should be a master at something. Whether it's business, art, or music, find a skill or hobby that makes you happy, and work to master it.

MODESTY

People who value modesty don't brag...they let their actions and appearance speak for them. Talking about your accomplishments doesn't make you accomplished. It makes you seem insecure.



MONEY

Valuing money does not make you greedy. It means that you consider its value to be important to your overall well being and can respect its requirement as the foundation for your life.

OBEDIENCE

Obedience is not synonymous with being weak or timid, though it is often thought of in those terms. Not every situation calls for dominance. There is great value in knowing how to follow directions, especially in the workplace or when one of your mentors gives advice.

OBJECTIVITY

Objectivity means being able to look at a situation from a purely logical position, without letting personal involvement or emotions influence your perspective. Objectivity is extremely valuable in a work environment, where you're often confronted with conflicting situations.

OPEN-MINDEDNESS

Learning to accept new ideas is the mark of a humble and learned man. Being stubborn and closed-minded is not impressive to anyone. As a matter of fact, close-mindedness is often a mark of immaturity. Aristotle said, "It is the mark of an educated mind to be able to entertain a thought without accepting it."

OPTIMISM

The term "mind over matter" does not simply refer to monks bending spoons. Controlling your mindset is the most important factor in any task you encounter. If you're optimistic about the outcome, you will achieve stellar results.

ORGANIZATION

If your physical possessions are organized, then it will be much easier to organize your thoughts and prioritize your responsibilities. Don't overlook this much-neglected but important value.



ORIGINALITY

This is a value for the more creative and artistic type. If originality is one of your core values, you tend to stray from the crowd. Like many values on the list, this one comes naturally. Be careful not to try too hard to be original. What seems original to you might seem annoying or lame to others.

PATIENCE

Time is often the only thing it takes for a situation to work out in your favour. Though patience is often considered to be an attribute of the old, it does not hurt to practice this core value as a young person.

PEACE

Peace is one of those words that can refer to many different things. Although it is commendable to strive for world peace, it is much more plausible for a man to achieve inner peace. Inner peace means being comfortable with yourself and those around you, and living life with no regrets.

PERSEVERANCE

Experts in any field will tell you they have failed more times than others have ever tried. Don't give up when the going gets tough. Quitting is like a drug—it's very addictive.

PLAYFULNESS

No one should be serious all the time. If you're the type of person who appreciates taking a break to goof around or let your mind relax, playfulness may be one your core values.

POISE

Poise means staying calm and balanced when faced with tough situations. It means never letting your emotions get the better of you. Strive to stay poised, and people will trust and rely on you more quickly.



POLITENESS

Politeness is another often-overlooked personal value. Not only will it help you gain more friends, but it will ensure that you make great first impressions.

POWER

You crave power—and that does not make you some sort of super-villain. Power is a motivating value that, when used properly, can be very helpful to your career and personal life.

PROFESSIONALISM

This value goes hand in hand with punctuality, and can be used as a guiding mantra for your life. True...many personal situations don't call for you to be professional like you would be at work. But knowing how to act professionally can help you be more polite, courteous, and dependable...and those are great qualities no matter where you are!

PUNCTUALITY

Do not underestimate the importance of being on time. This value often goes hand in hand with others' ability to depend on you.

REPUTATION

I've said it once before in this article, but it's worth stating again. Your name and reputation are hugely important. Diligently protecting and upholding your reputation can go a long way toward success in life.

RESILIENCE

Remember the toy monster truck you got for Christmas in 1998 that broke the second you took it outside? No one enjoys toys that aren't resilient... and the same goes for people. If you're the type of person that bends rather than breaks, and always recovers quickly, resilience might be one of your personal values.



REST

This is another value that may seem counterintuitive, but knowing when to rest your mind and body helps to protect many aspects of who you are. If your body and mind are tired, you may not make smart decisions. Rest is an important value to consider.

SELF-AWARENESS

Self-awareness means knowing yourself, how others see you, how you respond in different situations, and why you react the way you do. Self-awareness allows you to recognize when you've messed up, and helps you identify how to fix your mistakes. SILENCE Not every occasion calls for words. A good man knows when to talk and when to listen. I could go on and on with quotes here, but the message would be the same. Sometimes it's important to close your mouth and embrace the silence. If you're energized by periods of silence, then it might be one of your core values.

SIMPLICITY

Sometimes things seem complicated, and it's often because we make them that way. If you're the type of person who appreciates a minimalist approach to life, simplicity might be one of your core values.

SINCERITY

There's nothing worse than a fake person, and they are pretty easy to spot. Simply put, sincerity is being real. If you're sincere, you speak your mind from an authentic place, and you do this even if it might not be the most pleasant thought or opinion.

TRADITION

Traditions are about more than celebrations, songs, and other rituals. Traditions are about carrying on the spirit of past generations while acknowledging where we come from. Although tradition can be one of the most powerful values, always be mindful of the traditions you hold. Just because something is a tradition doesn't mean it's a good one.

WEALTH

A lot of people will say you can do things for love or money, but not both. Actually, that is not true. Valuing wealth does not mean you're selfish. Many people who value wealth do so as a way to provide for their families. Others seek wealth so they can live in greater peace.

WISDOM

Wisdom is a word that often gets misunderstood. Wisdom is not simply knowledge. It is knowledge tempered with time. If you value wisdom, you value the importance of reflecting on different life experiences, hoping to learn from each one.