

Achievement	Family	Personal Expression
Advancement	Financial Gain	Pleasure
Adventure	Freedom	Power
Arts	Friendship	Prestige
Autonomy	Fun	Privacy
Belonging	Health	Productivity
Beauty	Helping Others	Quality
Challenge	Helping Society	Recognition
Change	Honesty	Relationships
Communications	Humor	Religion
Community	Independence	Reputation
Competence	Influencing	Respect
Competition	Innovation	Responsibility/Accountability
Cooperation	Harmony	Security
Collaboration	Integrity	Self-awareness
Country	Intellectualism	Self-respect
Creativity	Involvement	Self-realization
Curiosity	Knowledge	Serenity
Decisiveness	Leadership	Sophistication
Democracy	Learning	Spirituality
Diversity	Leisure	Stability
Environmental Responsibility	Location	Status
Effectiveness	Love	Structure
Efficiency	Loyalty	Teamwork
Equality	Mastery	Truth
Excellence	Meaningful Work	Variety
Excitement	Merit	Wealth
Expertise	Nature	Wisdom
Fairness	Openness	Work/Life Balance
Fame	Order	

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