



# List of Core Values

This list of the fourteen most common human values that guide our behavior is the result of the research conducted by R. Kelly Grace, Ph.D., the Associate Vice President for Health & Wellness and the Director for the Center for Mindfulness and Authentic Excellence (CMAX) at William & Mary, and Duane Brown, Ph.D., professor emeritus at the University of North Carolina-Chapel Hill.

Download our FREE step-by-step guide for discovering your values and integrating them into your life here: <https://sudarkoff.com/core-values>

<b>Achievement</b>	It is important to work hard, challenge myself and be the best.
<b>Belonging</b>	It is important to be accepted by others and to feel included.
<b>Concern for the Environment</b>	It is important to protect and preserve the environment.
<b>Concern for Others</b>	The well-being of others, and helping others, is important to me.
<b>Creativity</b>	It is important to have new ideas, create new things or be creatively expressive.
<b>Financial Prosperity</b>	It is important to be financially successful.
<b>Health and Activity</b>	It is important to be healthy and physically active.
<b>Humility</b>	It is important to be humble and modest about my accomplishments.
<b>Independence</b>	It is important to have a sense of autonomy with my decisions and actions.
<b>Interdependence</b>	It is important to meet the expectations of my family, social group, team or organization.
<b>Precision</b>	It is important to use logic and data to understand and solve problems.
<b>Privacy</b>	It is important to have time alone.
<b>Responsibility</b>	It is important to be dependable, trustworthy and maximize potential.
<b>Spirituality</b>	It is important to have spiritual beliefs and act accordingly.