

# 40 Core Values

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Identifying your core values can help you become aware of the disparity between what you're doing and who you want to be. Making your values explicit can be used to guide your decisions and motivate people to change patterns of behavior.

## Instructions:

1. Read this list of values and identify the ones that resonate as most important to you..
2. Reflect on whether you are acting in ways that are consistent with your values.

**Note:** Betraying your values creates inner conflict which can lead to psychological and emotional symptoms of distress if not identified, recognized and resolved.

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### 1. **Accountability**

Integrity, owning up to mistakes, taking responsibility for one's actions and making amends, being dependable

### 2. **Adventure**

Doing unusual, new, exciting things that involve some risk.

### 3. **Ambition**

Persistent drive to pursue and achieve goals. Ambition can be used to achieve positive, meaningful goals but can also be used towards superficial and destructive ends.

### 4. **Authenticity**

Being true to oneself. Acting in ways that feel genuine e.g., consistent with one's values, feelings and beliefs.

### 5. **Beauty**

Qualities that make something aesthetically pleasing - especially pleasing to look at and pleasing to the senses. This can be an appreciation of aesthetics, consistent with definitions of beauty that involve so-called objective beauty such as flowers and sunsets. People may also be driven by the pursuit of superficial beauty for personal validation of their self-worth as part of a syndrome of perfectionism.

**6. Compassion**

Deep “felt” awareness of and sympathy for other people’s suffering that motivates wanting to relieve it.

**7. Competence**

Having the skills, capacity, knowledge, and/or aptitude to master challenges

**8. Contribution**

Giving your share of help, work, time, and/or money, and cooperating to produce or achieve something, including a common goal.

**9. Control**

Prioritizing certainty, preparedness, predictability and/or restraint over self, others, or things.

**10. Courage**

Willingness to face fears and difficulties with determination and honor.

**11. Dignity**

Quiet reserve in manner and behavior that is self-respecting and worthy of honor

**12. Excellence**

Striving for the highest quality and standards. Valuing excellence is healthy. Perfectionism, on the other hand, is a symptom.

**13. Fairness**

Impartiality and lack of favoritism in decisions

**14. Flexibility**

The ability to shift perspectives, change course, adapt to and embrace change. Required for creativity.

**15. Friendship**

Brotherhood. Voluntary, close relationships and connections that are mutually satisfying.

**16. Fun**

Enjoyment, amusement

**17. Generosity**

Unselfishness. Giving and sharing freely, happily, and abundantly to others without expecting anything in return. Can involve time, love, money, kindness, possessions, things, caring, help.

**18. Gratitude**

Appreciating and being thankful for what you have. Grace.

**19. Growth**

Seeking improvement, learning and personal development.

**20. Honesty**

Being truthful and transparent in words and actions.

**21. Humility**

Recognizing one's limitations. Modesty. Being free from arrogance or an inflated sense of self-importance or specialness.

**22. Independence**

Self-reliance, self-direction, freedom and autonomy.

**23. Integrity**

Acting according to moral and ethical principles even when no one is watching.

**24. Intelligence**

Capacity to learn and apply knowledge, skills, thinking, and reason. Cognitive and emotional wisdom.

**25. Justice**

Moral uprightness, fair and reasonable treatment for all.

**26. Kindness**

Showing care, helpfulness, and compassion toward others.

**27. Loyalty**

Fidelity, devotion. Commitment to being faithful and true to people or causes.

**28. Open-mindedness**

Being willing to consider new ideas and perspectives.

**29. Perseverance**

Persisting and continuing to try in the face of obstacles, difficulties, and setbacks

**30. Power**

Having the authority or might to control, dominate, and influence others.

**31. Purpose**

An enduring intention and striving to achieve a long-term positive, personally meaningful and impactful goal.

**32. Recognition**

Being remembered, identified, rewarded, acclaimed or praised publicly - often for an achievement, virtue or merit.

**33. Reputation**

Respect or admiration in the eyes of others, based on character, behavior, and/or accomplishments.

**34. Respect**

Treating others and being treated with a proper level of seriousness and regard. Can be towards others or towards oneself (self-respect).

### **35. Responsibility**

Fulfilling one's obligations and being accountable and dependable.

### **36. Security**

Protection from threat, harm, fear. Safety and stability.

### **37. Self-discipline**

Doing things you don't feel like doing, or want to do in the moment, by controlling impulses and staying focused on goals

### **38. Status**

Striving for superiority in position or rank in comparison to others. Involves competitiveness and focus on how things appear to other people based on established rankings

### **39. Success**

Achieving recognized goals and accomplishments. Success is defined by a person's values and can involve achieving personally meaningful goals, but prioritizing success can overlap with an unrelenting pursuit of status to validate one's self-worth.

### **40. Trustworthiness**

Being able to be relied on to be truthful and live up to your word.

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**Here is a list of values grouped by their general categories (Jeffries, S., n.d.):**

Integrity, Achievement, Feelings, Strength, Intelligence, Spirituality, Creativity, Freedom, Order, Enjoyment, Presence, Health, Relationships.

<https://scottjeffrey.com/core-values-list/>

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