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| **Accomplishment, Success**  **Accountability**  **Accuracy**  **Adventure**  **All for one & one for all**  **Beauty**  **Calm, quietude, peace**  **Challenge**  **Change**  **Cleanliness, orderliness**  **Collaboration**  **Commitment**  **Communication**  **Community**  **Competence**  **Competition**  **Concern for others**  Connection  **Content over form**  **Continuous improvement**  **Cooperation**  **Coordination**  **Creativity**  **Customer satisfaction**  **Decisiveness**  **Delight of being, joy**  **Democracy**  **Discipline**  **Discovery**  Diversity  **Ease of Use**  **Efficiency**  **Equality**  **Excellence**  **Fairness**  **Faith**  **Faithfulness**  **Family**  **Family feeling**  **Flair** | **Freedom**  **Friendship**  **Fun**  **Global view**  **Good will**  **Goodness**  **Gratitude**  **Hard work**  **Harmony**  **Honesty**  **Honor**  **Improvement**  **Independence**  **Individuality**  **Inner peace, calm, quietude**  **Innovation**  **Integrity**  **Intensity**  **Justice**  **Knowledge**  **Leadership**  **Love, Romance**  **Loyalty**  **Maximum utilization** (of time, resources)  **Meaning**  **Merit**  **Money**  **Openness**  **Patriotism**  **Peace, Non-violence**  **Perfection**  **Personal Growth**  **Pleasure**  **Power**  **Practicality**  **Preservation**  **Privacy**  **Progress** | **Prosperity**  **, Wealth**  **Punctuality**  **Quality of work**  **Regularity**  **Reliability**  **Resourcefulness**  **Respect for others**  **Responsiveness**  **Results-oriented**  **Rule of Law**  **Safety**  **Satisfying others**  **Security**  **Self-givingness**  **Self-reliance**  Self-thinking  **Service** (to others, society)  **Simplicity**  **Skill**  **Solving Problems**  **Speed**  **Spirit in life** (using)  **Stability**  **Standardization**  **Status**  **Strength Succeed; A will to- Success, Achievement**  **Systemization**  **Teamwork**  **Timeliness**  **Tolerance**  **Tradition**  **Tranquility**  **Trust**  **Truth**  **Unity**  **Variety**  **Wisdom** |