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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****StrengthSucceed; A will to-Success, Achievement****Systemization****Teamwork****Timeliness****Tolerance****Tradition****Tranquility****Trust****Truth****Unity****Variety****Wisdom** |