

# 100 Core Value Cards

*Who Are You?™ · Finding the Way™*

by Denise Cole · [findingyourvalues.com](http://findingyourvalues.com)

## PRINT ON AVERY 5371 or 8371 BUSINESS CARD STOCK

Standard 2" x 3.5" perforated business cards, 10 per sheet.  
Available at Avery.com, Amazon, Staples, and most office supply stores.  
*5371 = laser printers · 8371 = inkjet printers · Both use the same template*

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## HOW TO USE THESE CARDS

- 1 Load Avery 5371 or 8371 sheets into your printer.
- 2 Print this PDF at 100% scale (do not “fit to page”).
- 3 Snap apart the perforated cards — no cutting required.
- 4 Spread all 100 cards face-up on a flat surface.
- 5 Pick up every card whose value resonates with you. Don’t overthink it.
- 6 First sort — narrow down to about 20 cards.
- 7 Hard choices — narrow those 20 down to your top 10.
- 8 Final round — choose your 5 core values. These are yours.

### Remember

There are no right or wrong values.  
Choose what is true for YOU — not what you think you should choose.  
*Your gut knows before your brain does. Trust it.*

## Family

Whoever you consider family provides support and companionship. Family shapes where you live, how you celebrate, and who you become.

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## Creativity

You see possibilities where others see limits. Using imagination to solve problems and generate new ideas is how you make a meaningful difference.

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## Communication

Being truly heard — and truly hearing others. You value receiving information clearly and ensuring your own thoughts are understood.

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## Achievement

Accomplishing something noteworthy adds unique meaning to your life and fuels your motivation to keep reaching higher.

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## Competition

Rivalry sharpens you. You gain energy through healthy competition, striving to be respected and excellent in a domain you care about.

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## Self-Confidence

You recognize your skills are making a positive contribution, and that recognition fuels your continued growth and sense of purpose.

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## Structure

Order and discipline give you freedom to focus. A clear framework helps you stay grounded, consistent, and effective in all you do.

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## Decision-Making

Taking personal responsibility for initiating action is fulfilling to you. You act from your own conscience, not from outside pressure.

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## Education

Beyond any certificate, you value the lifelong process of learning and continuously growing in knowledge and understanding.

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## Congruence

Being true to your authentic self. What you say and do on the outside matches what you think and feel on the inside.

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## Tradition

You find enrichment in ritualizing meaningful history and passing that legacy forward with love to the next generation.

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## Trusting Relationships

A top priority is expressing yourself in a mutually trusting environment where integrity is shared and honored.

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## Service

You find deep fulfillment in sharing your talents with others in ways that benefit their lives, expecting nothing in return.

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## Responsibility

You value personal accountability for what matters most. That accountability builds your confidence and deepens your sense of purpose.

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## Perseverance

You keep going despite difficulty or delay because you know the destination is worth every step of the journey.

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## Consistency

Consistency creates reliability. You find reassurance in dependable patterns, and others find safety and trust in yours.

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## Humor

Laughter is how you connect and lighten heavy loads. When used with care, humor is one of the most powerful tools for human connection.

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## Freedom

You hold freedom close, both your own and others'. You advocate for it whenever and wherever you see the opportunity.

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## Confidence

Earned through action, visible through presence. Being confident helps others trust you and signals competence and quiet inner strength.

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## Diversity

You actively seek out people with varied backgrounds to broaden your perspective and enrich your understanding of humanity.

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## Resilience

Pressure does not break you. It shapes you. You adapt, and when life knocks you down, you find a way to rise, sometimes stronger than before.

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## Simplicity

You prefer the straightforward path. Clarity and ease are not signs of laziness — they are genuine expressions of wisdom.

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## Faith

Your beliefs guide your decisions, even in seasons of deep uncertainty. You trust that things unfold as they are meant to.

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## Balance

No single area of life overtakes the others. Career, family, health, and joy each deserve their fair portion of you.

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## Happiness

You take time to genuinely understand what makes you happy, then deliberately design your life around those things.

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## Risk-Taking

You know that meaningful rewards require courage. You are willing to face failure in sincere pursuit of something great.

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## Imagination

You see things before they exist. The ability to envision new possibilities is one of your greatest gifts.

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## Intelligence

Curiosity is a fire you never let go out. You value the constant yearning to learn more, not just relying on what you already know.

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## Approachability

People feel safe coming to you. This openness is rare and powerful — it builds trust and deepens every relationship you hold.

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## Originality

You walk your own path and that is exactly right. Your unique perspective comes naturally in how you live and create.

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## Growth

Becoming more is always the point. You value the ongoing improvement of skills, knowledge, wisdom, and habits.

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## Compliance

You respect direction and agreed-upon guidelines, understanding that structure keeps teams and communities healthy.

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## Inner Peace

Being at ease with yourself, with the people around you, and with the life you are living is a treasure you protect daily.

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## Fitness

A healthy body supports everything else. Movement and physical well-being form the foundation upon which a full life is built.

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## Collaboration

Together is always better. Working with others, combining ideas, and building something greater than one person could alone energizes you.

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## Self-Awareness

You understand why you react the way you do. You know your triggers, patterns, and emotional landscape.

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## Wisdom

Knowledge tested by time and shaped by experience. You reflect on what you have lived and draw truth that genuinely lasts.

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## Fairness

You strive to make things right, even when life is not fair. Fairness builds trust and restores equal dignity for all people.

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## Sincerity

You say what you mean. You avoid performing for others and remain genuinely authentic in every interaction.

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## Justice

You feel a personal responsibility to work toward equality and to speak up for those who are not being treated fairly.

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## Conservation

Being content with enough. You value protecting what matters and do not constantly seek more resources to consume.

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## Community

You strive to create belonging in your surroundings and give back to the places and people that have shaped who you are.

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## Consideration

You keep others in mind even when they are not present. You leave places and people better than you found them.

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## Modesty

You let your actions speak for themselves. You avoid boasting and allow your results to make the introduction.

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## Passion

Enthusiasm for living life on your own terms gives you the determination and energy needed to succeed and inspire others.

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## Positive Mindset

The silver lining is not naivety — it is practiced courage. You look for it in every challenge, every setback, every day.

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## Open-Mindedness

A better argument can change your mind. You genuinely consider new ideas, even when you expect to disagree.

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## Candor

You tell it like it is. Many people shy from hard truths. You understand that honest clarity is a profound act of respect.

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## Longevity

You live well because you want to stay longer with the people and purposes you love most.

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## Rest

Knowing when to stop is a mark of wisdom, not weakness. You honor your body and mind by allowing them to recover and renew.

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## Punctuality

Being on time is a form of deep respect. You honor other people's time as carefully as you value your own.

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## Professionalism

Beyond any workplace, this means being polite, dependable, and trustworthy in how you carry yourself every day.

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## Frugality

Spending wisely is thinking about the future. You are not chasing immediate satisfaction — you are building something lasting.

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## Stillness

You know when to speak and when to simply listen. Embracing silence is one of the rarest and deepest strengths a person can have.

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## Objectivity

You look at facts when confronted with conflict and can set your emotions aside long enough to see the full picture clearly.

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## Bravery

You do the right thing even when you are the only person in the room making the difficult choice. That is real courage.

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## Patience

You recognize that sometimes the only thing that makes something work out in your favor is time — and you trust that fully.

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## Composure

You remain calm in adversity. Your ability to manage your response helps others trust you and feel safe in your presence.

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## Wealth

Whether to provide for family or create freedom, this value is purposeful and forward-thinking, not selfish.

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## Adventure

You lead a rich life by seeking new experiences that expand your skills, your story, and your understanding of the world.

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## Playfulness

You appreciate a genuine break from hard work. Letting your mind relax with joy makes you far more effective when it counts.

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## Assertion

You know what you want. You act with clarity and purpose to pursue it without hesitation, apology, or second-guessing.

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## Novelty

New ideas energize you. Status quo bores you. You are drawn to the untested and the idea that things can always improve.

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## Generosity

Generosity goes beyond money. You give your time, compassion, attention, and energy freely to those who genuinely need it.

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## Determination

You refuse to give up when things get hard. Every difficult situation becomes an opportunity for triumph and growth.

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## Orderliness

You appreciate things arranged neatly, logically, and with intention. Organization is how you honor your commitments.

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## Honesty

Telling the truth and keeping your word are the foundations of your reputation, and you guard both of them fiercely.

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## Acceptance

Different from you does not mean less than you. You are able to accept and appreciate people who are completely different.

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## Sustainability

You protect the earth for future generations, understanding that how we treat the planet reflects deeply who we are as people.

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## Patriotism

You feel genuine fellowship for your fellow citizens and do your part to make the place you live better for everyone.

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## Efficiency

You work smarter, not just harder. When energy is well-directed and people work in balance, great things flow naturally.

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## Courage

Courage makes all other great qualities possible. It demonstrates confidence and the willingness to lead and serve.

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## Respect

Giving and receiving respect fosters connection, safety, and trust. It is the currency of every lasting relationship.

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## Commitment

You are dependable in relationships and responsibilities. You handle conflict with maturity and build trust by following through.

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## Independence

Your independence makes you a creator, not a consumer. You take full ownership of your own life and your own choices.

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## Inclusiveness

You believe in creating real opportunities for all people to belong, contribute, and be genuinely valued for who they are.

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## Accuracy

You value getting things right. Precision reduces error and provides the insight needed to make the very best decisions.

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## Altruism

You perform acts of kindness for the sole reason of benefiting someone else. You give freely and without keeping score.

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## Calmness

You stay relatively relaxed and think clearly in high-pressure moments. Calm is a gift you give to every room you enter.

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## Talent

You develop your gifts over time with a growth mindset, knowing that your abilities deserve to be fully realized and used.

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## Persistence

You keep going regardless of how you feel. Success does not arrive without sustained effort, and effort is your identity.

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## Unity

Everyone on your team is respected. Unity breeds cooperation, enthusiasm, and an atmosphere where all can genuinely thrive.

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## Tolerance

You hold a genuinely positive view toward people who differ from you — real and active appreciation, not mere tolerance.

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## Authenticity

You are true to your personality, values, and spirit regardless of pressure. You own your mistakes and your gifts equally.

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## Challenge

You continually seek new ways to challenge yourself. The more you are willing to face, the richer your life becomes.

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## Recognition

You know the importance of your work and want others to recognize its value. Acknowledgment validates purposeful effort.

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## Security

You value the state of feeling safe and free from fear, anxiety, or doubt in the areas of life that matter most to you.

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## Self-Respect

You know your worth. You say no to what is emotionally, mentally, or financially unhealthy, without guilt or apology.

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## Moderation

You find greater fulfillment from everyday things by avoiding excess. Balance in all things is a lasting superpower.

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## Continuous Learning

You are committed to growing your knowledge and skills on an ongoing basis throughout every season and chapter of your life.

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## Restraint

The ability to pause before acting helps you make decisions from a deeper state of awareness, wisdom, and intentionality.

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## Preparedness

You stay ready. When others are caught off guard by life, your preparation becomes your greatest advantage.

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## Versatility

You adapt easily to many different functions, environments, and challenges. Flexibility is your strength in a changing world.

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## Partnership

Whether personal or professional, two perspectives aligned toward a shared goal create something truly extraordinary.

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## Responsiveness

You respond to others promptly and thoughtfully. This simple act is a form of deep respect that too many people have forgotten.

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## Grace

You live with unconditional love and genuine gratitude. Grace offers healing to others, and quietly, deeply, to yourself.

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## Innovation

You think forward. You advance the world by solving collective problems in ways that are sustainable and built to last.

097

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## Empathy

You feel what others feel. That quiet power to understand another person's experience is one of your greatest gifts.

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## Integrity

Your word is your bond. Always. In big moments and small ones, your actions and your promises are the same thing.

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## Inner Harmony

The alignment of your values, actions, and relationships into a life that feels coherent, meaningful, and unmistakably yours.

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