

100 Core Value Cards

Who Are You? Finding the Way

by Denise Cole · findingyourvalues.com

HOW TO USE THESE CARDS

- 1 Print on cardstock for best results. Standard paper works too.
- 2 Cut along the dashed lines on each page.
- 3 Spread all 100 cards face-up on a flat surface.
- 4 Pick up every card whose value resonates with you. Don't overthink it.
- 5 First sort — narrow down to about 20 cards.
- 6 Hard choices — narrow those 20 down to your top 10.
- 7 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.

— as Jordan's teacher said in Who Are You? Finding the Way

Who Are You? · Finding the Way

001

Family

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

Does this value resonate with you?

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002

Creativity

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

Does this value resonate with you?

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003

Communication

Being truly heard — and truly hearing others. You value not only receiving information clearly but ensuring your own thoughts are effectively understood.

Does this value resonate with you?

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004

Achievement

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

Does this value resonate with you?

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005

Competition

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

Does this value resonate with you?

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006

Self-Confidence

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

Does this value resonate with you?

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007

Structure

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

Does this value resonate with you?

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008

Decision-Making

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

Does this value resonate with you?

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009

Education

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

Does this value resonate with you?

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010

Congruence

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

Does this value resonate with you?

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011

Tradition

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

Does this value resonate with you?

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012

Trusting Relationships

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

Does this value resonate with you?

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013

Service

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

Does this value resonate with you?

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014

Responsibility

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

Does this value resonate with you?

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015

Perseverance

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

Does this value resonate with you?

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016

Consistency

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

Does this value resonate with you?

Humor

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

Does this value resonate with you?

Freedom

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

Does this value resonate with you?

Confidence

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

Does this value resonate with you?

Diversity

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

Does this value resonate with you?

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.

Does this value resonate with you?

Simplicity

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

Does this value resonate with you?

Faith

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

Does this value resonate with you?

Balance

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

Does this value resonate with you?

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025

Happiness

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

Does this value resonate with you?

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026

Risk-Taking

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

Does this value resonate with you?

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027

Imagination

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

Does this value resonate with you?

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028

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.

Does this value resonate with you?

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029

Approachability

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

Does this value resonate with you?

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030

Originality

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

Does this value resonate with you?

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031

Growth

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

Does this value resonate with you?

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032

Compliance

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

Does this value resonate with you?

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033

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.

Does this value resonate with you?

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034

Fitness

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

Does this value resonate with you?

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035

Collaboration

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

Does this value resonate with you?

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036

Self-Awareness

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

Does this value resonate with you?

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037

Wisdom

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

Does this value resonate with you?

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038

Fairness

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

Does this value resonate with you?

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039

Sincerity

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

Does this value resonate with you?

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040

Justice

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

Does this value resonate with you?

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041

Conservation

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

Does this value resonate with you?

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042

Community

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

Does this value resonate with you?

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043

Consideration

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

Does this value resonate with you?

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044

Modesty

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

Does this value resonate with you?

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045

Passion

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

Does this value resonate with you?

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046

Positive Mindset

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

Does this value resonate with you?

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047

Open-Mindedness

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

Does this value resonate with you?

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048

Candor

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

Does this value resonate with you?

Longevity

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

Does this value resonate with you?

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.

Does this value resonate with you?

Punctuality

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

Does this value resonate with you?

Professionalism

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

Does this value resonate with you?

Frugality

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

Does this value resonate with you?

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.

Does this value resonate with you?

Objectivity

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

Does this value resonate with you?

Bravery

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

Does this value resonate with you?

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057

Patience

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

Does this value resonate with you?

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058

Composure

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

Does this value resonate with you?

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059

Wealth

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

Does this value resonate with you?

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060

Adventure

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

Does this value resonate with you?

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061

Playfulness

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

Does this value resonate with you?

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062

Assertion

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

Does this value resonate with you?

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063

Novelty

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

Does this value resonate with you?

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064

Generosity

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

Does this value resonate with you?

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065

Determination

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

Does this value resonate with you?

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066

Orderliness

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

Does this value resonate with you?

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067

Honesty

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

Does this value resonate with you?

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068

Acceptance

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

Does this value resonate with you?

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069

Sustainability

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

Does this value resonate with you?

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070

Patriotism

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

Does this value resonate with you?

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071

Efficiency

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

Does this value resonate with you?

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072

Courage

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

Does this value resonate with you?

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073

Respect

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

Does this value resonate with you?

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074

Commitment

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

Does this value resonate with you?

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075

Independence

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

Does this value resonate with you?

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076

Inclusiveness

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

Does this value resonate with you?

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077

Accuracy

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

Does this value resonate with you?

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078

Altruism

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

Does this value resonate with you?

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079

Calmness

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

Does this value resonate with you?

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080

Talent

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

Does this value resonate with you?

Persistence

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

Does this value resonate with you?

Unity

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

Does this value resonate with you?

Tolerance

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

Does this value resonate with you?

Authenticity

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

Does this value resonate with you?

Challenge

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

Does this value resonate with you?

Recognition

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

Does this value resonate with you?

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.

Does this value resonate with you?

Self-Respect

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

Does this value resonate with you?

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089

Moderation

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

Does this value resonate with you?

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090

Continuous Learning

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

Does this value resonate with you?

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091

Restraint

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

Does this value resonate with you?

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092

Preparedness

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

Does this value resonate with you?

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093

Versatility

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

Does this value resonate with you?

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094

Partnership

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

Does this value resonate with you?

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095

Responsiveness

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

Does this value resonate with you?

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096

Grace

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

Does this value resonate with you?

Innovation

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

Does this value resonate with you?

Empathy

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

Does this value resonate with you?

Integrity

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

Does this value resonate with you?

Inner Harmony

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

Does this value resonate with you?