

Accomplishment/Achievement

To be involved in and succeed in undertakings that are personally significant, whether or not they bring recognition from others. To complete something successfully, especially by special effort, superior ability, perseverance, or great courage. To participate in activities that bring fulfillment.

Accountability/Responsibility

To take responsibility for my actions and the outcomes of those actions. To hold myself responsible for my actions, conduct, and decisions. To be answerable for something within my power, control, or management. To be seen as dependable, reliable, and conscientious.

Advancement/Promotion

To consistently move ahead to new and progressive opportunities. To aspire to higher levels of excellence in one's professional life. To continue to move forward and improve current rank and/or standing. To have visible success and status in the workplace.

Autonomy/Independence

To have freedom of will, thought, and/or action. To be self-reliant and have freedom from the influence, guidance, or control of others. To be self-directed and self-sufficient. To be free from the control, influence, support, and aid of others. To choose own projects, set own pace, schedule, and work with minimal supervision.

Balance/Stability

To have continuance in life with minimal change. To maintain a life based on reliable, dependable, and predictable situations. To live in a steady, secure, unchanging environment. To have mental steadiness, emotional stability, calm behavior, and use sound judgment.

Challenge/Risk

To be involved in stimulating and demanding tasks and projects. To be engaged in difficult or complex activities. To face unknown or dangerous experiences. Participating in situations where there is a possibility of damage or loss.

Service/Helping Others

To contribute to the well-being and satisfaction of others. To help people who need help and improve society. To give assistance, support, and aid to others. To contribute to the betterment of the world. To have a devotion to the welfare of others. To desire to make a difference. To provide direct services to people with problems.

Nature/Environment

To care for and appreciate the environment. To respect and values the outdoors. To respect the social and cultural values that shapes the life of a person. To have concerns for the earth and its climate. To be involved in activities or work that's outdoors – or for the betterment of the outdoors.

Competition

To engage in activities where results are measured frequently and compared with others. A test of skill or ability, usually in comparison with one's self or others. A contest for some prize, honor, or advantage. To have a strong desire to win and be successful.

Creativity/Self-Expression

To develop new and innovative ideas. To generate new and better ways of doing tasks. To make, invent, or produce imaginative or original thoughts or things. To use your imagination to find new ways to do or say something. To be able to personalize ideas, emotions, or feelings. To convey or represent one's own personality, feelings, or ideas.

Fairness/Equality/Diversity

To have the same capability, quantity, effect, value, or status as others. To honor and respect a variety of cultures and lifestyles. To appreciate those things that are different. To welcome others as being the same. To have an equal chance in all things.

Enjoyment/Happiness

To take pleasure in life – both work and personal. To live life to the fullest. To have fun. To experience pleasure, amusement, joy, or cheerfulness in every aspect of life. To incorporate things that brings one pleasure in life.

Entrepreneurship/Innovation

To organize, manage, or start a business or enterprise, usually with considerable initiative and risk. To create or establish an object, item, or idea. To start or introduce something new and different.

Religion

To have a specific fundamental set of beliefs and practices from a particular organization. To believe in and follow something devotedly. To practice ritual observances of faith.

Expertise

To become a known and respected authority in a particular field. Attain mastery/expertise something specific. To have a high degree of knowledge/skill in a certain subject. To be recognized as an expert in something.

Family

To live with and commit to at least one significant other. To focus on the relationships, time spent with, and attention given to children, spouse, significant other, parents, siblings, and/or relatives.

Friendship

To have close, positive, personal relationships with others. To have frequent and caring relationships with non-related people close to you. To develop camaraderie and good-will with others. The cooperative and supportive relationship with two or more people.

Harmony

To have a feeling of inner calm, peace, and tranquility. To feel or show happiness, contentment, or well-being. To live a life that's consistent, pleasing, and tranquil. To desire to be at peace with oneself.

Knowledge/Learning/Education

To engage in the pursuit of acquiring information. To be involved in activities that requires thought and reasoning. To study or investigate facts, truths, or principles. To gain familiarity, awareness, or understanding through experience or study.

Honesty/Trust

To have faith, belief, and reliance in the character, integrity, and sincerity in another person. To be a person of honor, truthfulness, and fairness. To rely on a person or thing in confidence.

Integrity

To live and work in agreement with personal moral and ethical standards. To be straightforward and direct with others. To live by and stand up for personal beliefs. To do what you say you're going to do. To be a person of honor and sincerity. To consistently live by and demonstrate your values.

Leadership

To motivate and energize other people. To feel responsible for identifying and accomplishing needed group tasks. To guide and direct others. To manage, direct, or supervise the activities of others. To influence the opinions or decisions of others. To personally convince others to take certain actions.

Spirituality

To believe that there is a higher power, but not necessarily based on religious beliefs. To view life from one's soul or spirit. To live a life based on one's own values and ideals and understand who we are and why we are here.

Personal Development/Growth

To do challenging work that will help one grow and allow the utilization of one's best talents and skills. To develop capabilities and one's potential to make one more aware of his or her inner feelings or thoughts. To continually search for opportunities to learn about self and about life.

Fitness/Health

To be involved in activities that relies on my physical and mental conditioning. To be physically and mentally fit. To be of sound mind, body, and spirit. To be in good health and physical conditioning due to exercise and proper nutrition. To be involved in work that requires substantial physical activity.

Wisdom

To be aware of one's self, personal calling, and life purpose. To have knowledge and insight of one's values in order to make good judgments. To have the intuition to use common sense and good judgment in decisions and actions. To understand the importance of making wise choices. To have a desire to understand life.

Recognition/Fame/Prestige

To be seen by others as extremely successful. To be given special notice or attention. To be acknowledged for achievement and service. To obtain recognition and status in one's chosen field. To have great visibility, a great reputation, and to be recognized and renowned. To seek applause from others.

Safety/Security

To be free of worry, fear and anxiety. To have minimal concerns about danger or risk. To have predictability in one's life. To have income and benefits that are predictable and satisfactory. To have the assurance of the fulfillment of an obligation. To have freedom from financial worry.

Wealth

To own a significant amount of money, property, or other riches. To be considered rich, prosperous, or affluent by others. To have a valuable amount of possessions and resources. To be in a position to have a lot of money.

Respect

To be treated with admiration, thoughtfulness, and fairness. To be valued with esteem or honor. To be a person viewed as having certain rights, privileges, proper acceptance, or courtesy. To be a person to show consideration and appreciation for others. To have pride in self and feel worthy.

Competence

To possess the skills, knowledge, and aptitude to effectively perform a task. To execute work with accuracy to achieve results. To demonstrate proficiency and above average effectiveness. To be seen as well qualified and having superior ability.

Loyalty

To be committed to the goals of people who share my beliefs, values and ethical principles. To be faithful and committed to a person. To be trusted to follow an ideal, a custom, a cause, or a duty. Being reliable to commitments and obligations. To follow a leader or a cause with strong devotion.

Leisure

To pursue non-work-related activities. To participate in hobbies, crafts, or recreational activities. To have time and freedom to do things that brings pleasure. To live a life of unhurried ease.

Travel/Adventure

To take a trip or journey to a desirable location. To be engaged in new, exciting or unusual experience. To participate in activities that might be considered risky or dangerous. To be in a position where you get to take frequent trips.

Authority/Power/Control

To have the power to approve or disapprove proposed courses of action. To make assignments and control allocation of people and resources. To have great influence or control over others. To be given the authorization to enforce, command, determine, or judge. To be in charge.

Excellence

To achieve the highest attainable standard in all aspects of my life. To seek the highest level of quality in all tasks and projects. To possess outstanding quality or superiority merit.