

Human Values - What's Important To You?

Here you will find a list of values grouped under certain headings. The headings were in part taken from the research of [Shalom Schwartz](#) and then extended. Choose what words stand out for you across all the categories (some words have been included in more than one category). Once you have done this, see if you can prioritise your top four to six values.

Achievement

Achievement
Accountability
Accomplishment
Ambition
Capability
Challenge
Commitment
Competence
Credibility
Dedication
Determination
Discipline
Effectiveness
Efficiency
Excellence
Perseverance
Persistence
Pragmatism
Resilience
Resolve
Success
Status

Collaboration

Collaboration
Community
Cooperation
Solidarity
Support
Synergy
Teamwork
Unity

Stimulation

Stimulation
Excitement
Adventure
Agility
Bravery
Change
Curiosity
Daring
Discovery
Diversity
Dynamism
Enthusiasm
Exploration
Openness
Passion
Playfulness
Spontaneity
Variety

Tradition

Tradition
Courtesy
Conformity
Dependability
Duty
Family
Honour
Loyalty
Neatness
Order
Patience
Politeness
Prudence
Punctuality
Reliability
Respect
Responsibility
Self-control
Self-discipline
Stability

Influence

Influence
Assertiveness
Activeness
Authority
Boldness
Confidence
Courage
Decisiveness
Directness
Drive
Energy
Enthusiasm
Impact
Influence
Inspiration
Leadership
Persuasiveness
Heroism
Power
Proactivity
Realism
Recognition
Speed
Strength
Success
Status
Vigour
Vitality
Wealth

Pragmatism

Pragmatism
Matter of factness
Efficiency
Effectiveness
Common sense
Practicality
Realism
Sensibleness
Usefulness

Security

Security
Clarity
Consistency
Logic
Meticulousness
Perfection
Privacy
Prudence
Restraint

Enjoyment

Enjoyment
Cheerfulness
Enjoyment
Entertainment
Fun
Happiness
Humour
Joy
Optimism
Pleasure

Health

Health
Fitness
Healthy food
The body

Expertise

Expertise
Precision
Detail
Perfection
Knowledge
Mastery
Professionalism
Rationality
Reason
Rigour
Skill
Education
Accuracy
Thoroughness

Self-direction

Self-direction
Autonomy
Authenticity
Learning
Education
Expertise
Freedom
Growth
Independence
Liberty
Reflection

Benevolence

Benevolence
Caring
Charity
Compassion
Dignity
Discretion
Empathy
Empowerment
Encouragement
Equality
Fairness
Friendliness
Friendship
Helpfulness
Kindness
Philanthropy
Sensitivity
Sharing
Sympathy
Thoughtfulness
Tolerance
Understanding
Warmth

Universalism

Universal good
Aesthetics
Animals
Appreciation
Authenticity
Balance
Beauty
Contribution
Elegance
Environment
Honesty
Generosity
Impartiality
Integrity
Social Justice
Nature
Responsibility
Service
Stewardship
Trust
Trustworthiness
Truth

Creativity

Creativity
Expressiveness
Ingenuity
Innovation
Novelty
Imagination
Inquisitiveness
Insightfulness
Inventiveness
Intuitiveness
Originality
Outlandishness
Resourcefulness
Spontaneity
Uniqueness

Spirituality

Spirituality
Calmness
Contentment
Peace
Nature
Devotion
Faith
Faithfulness
Forgiveness
Gratitude
Harmony
Hopefulness
Humility
Love
Meaning
Maturity
Modesty
Serenity
Simplicity
Service
Thankfulness
Tranquillity
Transcendence
Wisdom
Wonder