



Your Morals/Values

What are your key personal values and how are they showing up in your brand?
Circle each as it resonates for you the most, then narrow down to 10, then narrow down to 5 and even 3 if possible.

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|-----------------|---------------|------------------|
| Abundance | Comfort | Dreaming |
| Accomplishment | Commitment | Drive |
| Accountability | Community | Duty |
| Accuracy | Compassion | Economy |
| Achievement | Competence | Education |
| Adventure | Confidence | Effectiveness |
| Affluence | Congruency | Efficiency |
| Altruism | Connection | Empathy |
| Ambition | Consciousness | Energy |
| Appreciation | Conservation | Environmentalism |
| Approachability | Consistency | Excellence |
| Approval | Contribution | Fairness |
| Art | Control | Faith |
| Awareness | Coolness | Fame |
| Balance | Cooperation | Family |
| Beauty | Country | Fashion |
| Benevolence | Courage | Fitness |
| Boldness | Courtesy | Flexibility |
| Bravery | Creativity | Focus |
| Brilliance | Credibility | Freedom |
| Calmness | Curiosity | Friendship |
| Care | Daring | Frugality |
| Celebrity | Decisiveness | Fun |
| Certainty | Dependability | Giving |
| Challenge | Design | Grace |
| Change | Dignity | Gratitude |
| Charity | Diligence | Growth |
| Clarity | Discretion | Happiness |
| Cleanliness | Diversity | Harmony |



Health
Honesty
Honor
Humor
Imagination
Independence
Influence
Inspiration
Integrity
Intelligence
Intimacy
Intrepidness
Intuition
Joy
Justice
Kindness
Knowledge
Leadership
Learning
Liberty
Love
Loyalty
Marriage
Mastery
Meaning
Open-mindedness
Optimism
Organization
Originality
Patience
Passion
Peace
Perseverance

Pleasure
Poise
Popularity
Power
Practicality
Precision
Presence
Privacy
Professionalism
Prosperity
Punctuality
Purity
Reason
Recognition
Reliability
Reputation
Resilience
Resourcefulness
Respect
Responsibility
Science
Security
Self-control
Self-reliance
Self-respect
Service
Significance
Simplicity
Sincerity
Solitude
Sophistication
Speed
Spirituality

Spontaneity
Stability
Support
Teaching
Teamwork
Thrift
Tidiness
Transcendence
Transformation
Trust
Truth
Unity
Utility
Variety
Virtue
Vision
Vitality
Wealth
Winning
Wisdom
Wonder

**Tony Robbins
teaches these basic 6
human needs:**

Certainty
Uncertainty
Significance
Love/Connection
Growth
Contribution