

# The Ultimate List of Core Values and Personal Brand Attributes

A successful personal brand is authentic. It reflects your unique *personal* attributes. Uncovering your personal brand requires self-evaluation to identify your passions, values, and aspects of your personality. Review the following list of more than 325 core values and personality traits. Narrow the list down to the 5-10 that are the most important to you.

Abundance	Challenge	Cunning
Acceptance	Change	Curiosity
Accomplishment	Charity	Daring
Accountability	Cheerfulness	Decency
Accuracy	Clarity	Decisiveness
Achievement	Cleanliness	Dedication
Active	Clear-minded	Dependability
Adaptability	Clever	Depth
Adventurous	Collaboration	Determination
Affectionate	Comfort	Devotion
Agility	Commitment	Dignity
Alertness	Common sense	Diligence
Alertness	Community	Diplomacy
Altruism	Compassion	Directness
Ambition	Competence	Discipline
Amusement	Competitive	Discovery
Approachability	Completion	Discretion
Assertiveness	Composure	Diversity
Attentive	Concentration	Dominance
Attractiveness	Confidence	Dramatic
Authenticity	Conformity	Drive
Awareness	Consciousness	Duty
Balance	Conservative	Dynamic
Beauty	Consistency	Easygoing
Belonging	Contentment	Economy
Boldness	Continuity	Education
Bravery	Continuous Improvement	Effective
Brilliance	Contribution	Efficiency
Calm	Control	Elegance
Camaraderie	Conviction	Emotional
Candid	Convincing	Empathy
Candor	Cooperation	Empowering
Capable	Courage	Endurance
Careful	Courtesy	Energetic
Caring	Craftmanship	Enterprising
Celebrity	Creativity	Entertaining
Certainty	Credibility	Enthusiasm

Entrepreneurship  
Environment  
Equality  
Ethical  
Excellence  
Excitement  
Experience  
Expertise  
Exploration  
Expressive  
Extravagant  
Extroverted  
Exuberant  
Fairness  
Faith  
Fame  
Fame  
Family  
Fashion  
Fearless  
Feelings  
Ferocious  
Fidelity  
Financial Independence  
Fitness  
Flair  
Flexible  
Focus  
Forceful  
Foresight  
Fortitude  
Forward-thinking  
Freedom  
Friendship  
Frugality  
Fun  
Generosity  
Genius  
Giving  
Global  
Goodness  
Grace  
Gratitude  
Greatness  
Growth  
Guidance  
Happiness  
Hard Work

Harmony  
Headstrong  
Health  
Heroism  
History  
Honesty  
Honor  
Hope  
Humility  
Humor  
Imagination  
Impactful  
Impartial  
Improvement  
Independence  
Individuality  
Influence  
Innovation  
Inquisitive  
Insightful  
Inspiring  
Integrity  
Intelligence  
Intensity  
Introversion  
Intuition  
Inventiveness  
Joy  
Justice  
Kindness  
Knowledge  
Lawful  
Leadership  
Learning  
Liberty  
Likable  
Listening  
Lively  
Local  
Logic  
Longevity  
Love  
Loyalty  
Mastery  
Maturity  
Meaning  
Mellow  
Meritocracy

Methodical  
Meticulous  
Mindful  
Moderation  
Modesty  
Motivation  
Mystery  
Neatness  
Obedience  
Open-mindedness  
Openness  
Optimism  
Order  
Organization  
Originality  
Outrageous  
Partnership  
Passion  
Patience  
Patriotism  
Peace  
Perfection  
Performance  
Perseverance  
Persistence  
Personal Growth  
Persuasive  
Philanthropy  
Piety  
Playfulness  
Pleasure  
Poise  
Polish  
Popularity  
Potential  
Power  
Practicality  
Pragmatism  
Precision  
Preparedness  
Privacy  
Productive  
Professionalism  
Profits  
Progress  
Prosperity  
Punctuality  
Purity

Purpose  
Quality  
Rational  
Realistic  
Reason  
Recognition  
Recreation  
Refined  
Reflective  
Relaxation  
Reliability  
Resiliency  
Resourcefulness  
Respect  
Responsibility  
Restraint  
Results  
Reverence  
Rigor  
Risk  
Sacrifice  
Safety  
Sanitary  
Satisfaction  
Security  
Self-awareness  
Self-control  
Self-directed  
Selflessness  
Self-reliance  
Sensitivity  
Sensuality  
Serenity

Service  
Sharing  
Shrewd  
Silence  
Silliness  
Simplicity  
Sincerity  
Skillfulness  
Smart  
Solitude  
Sophistication  
Speed  
Spirituality  
Spontaneous  
Stability  
Status  
Stewardship  
Strength  
Structure  
Success  
Support  
Surprise  
Sustainability  
Sympathy  
Synergy  
Systemization  
Talent  
Teamwork  
Temperance  
Thankful  
Thorough  
Thoughtful  
Timeliness

Tolerance  
Toughness  
Traditional  
Tranquility  
Transparency  
Trust  
Trustworthy  
Truth  
Understanding  
Uniqueness  
Unity  
Usefulness  
Utility  
Valor  
Value-creation  
Variety  
Victory  
Vigor  
Virtue  
Visionary  
Vitality  
Warmth  
Watchful  
Wealth  
Welcoming  
Willfulness  
Winning  
Wisdom  
Wit  
Witty  
Wonder  
Youthfulness  
Zeal