



Universalism

Adventure

A desire to explore beyond comfort zones and embrace new experiences as a path to growth.
“Life is either a daring adventure or nothing at all.” — Helen Keller

Equality

A deep belief that every person deserves fairness, dignity, and equal opportunity.
“Injustice anywhere is a threat to justice everywhere.” — Martin Luther King Jr.

Peace

A commitment to inner calm and harmonious relationships with others.
“Peace begins with a smile.” — Mother Teresa

Wisdom

The pursuit of insight and balanced judgment shaped by reflection and experience.
“The only true wisdom is in knowing you know nothing.” — Socrates

Beauty

An appreciation for meaning, elegance, and the uplifting power of aesthetics.
“Beauty will save the world.” — Fyodor Dostoevsky

Nature

A respect for the natural world and a sense of connection to something larger than oneself.
“Look deep into nature, and then you will understand everything better.” — Albert Einstein

Unity

A drive to bring people together and foster shared understanding.
“Alone we can do so little; together we can do so much.” — Helen Keller

Harmony

The intention to create balance within oneself and in relationships.
“Happiness is when what you think, what you say, and what you do are in harmony.” — Mahatma Gandhi



Benevolence

Friendship

A genuine investment in meaningful, trusting relationships.

"Friendship is the only cement that will ever hold the world together." — Woodrow Wilson

Kindness

The habit of acting with care, empathy, and goodwill toward others.

"No act of kindness, no matter how small, is ever wasted." — Aesop

Responsibility

A willingness to own one's actions and fulfill commitments reliably.

"The price of greatness is responsibility." — Winston Churchill

Loyalty

A steady dedication to people, values, or causes that matter deeply.

"Loyalty means giving me your honest opinion, whether you think I'll like it or not." — General Colin Powell

Helpfulness

A proactive desire to support others in practical and thoughtful ways.

"We rise by lifting others." — Robert Ingersoll

Honesty

A commitment to truthfulness in words, intentions, and actions.

"Honesty is the first chapter in the book of wisdom." — Thomas Jefferson

Spirituality

An openness to deeper meaning, purpose, and inner awareness.

"The unexamined life is not worth living." — Socrates

Forgiveness

The strength to release resentment and choose understanding over bitterness.

"The weak can never forgive. Forgiveness is the attribute of the strong." — Mahatma Gandhi



Traditionalism

Moderation

The practice of balance and self-restraint in choices and behaviour.

“Everything in moderation.” — Attributed to Aristotle

Humility

The ability to remain grounded and open, regardless of achievement.

“True humility is not thinking less of yourself; it is thinking of yourself less.” — C.S. Lewis

Respect

A recognition of the worth, rights, and boundaries of others.

“Respect yourself and others will respect you.” — Confucius

Discipline

The capacity to stay consistent and focused in pursuit of goals.

“Discipline is choosing between what you want now and what you want most.” — Abraham Lincoln (attributed)

Faith

Trust in guiding principles, beliefs, or convictions that shape direction.

“Faith is taking the first step even when you don’t see the whole staircase.” — Martin Luther King Jr.

Honor

A dedication to integrity and ethical conduct.

“Real integrity is doing the right thing, knowing that nobody’s going to know whether you did it or not.” — Oprah Winfrey

Acceptance

The willingness to acknowledge reality and work constructively within it.

“Happiness can exist only in acceptance.” — George Orwell

Detachment

The ability to step back emotionally and respond with clarity rather than impulse.

“You have power over your mind — not outside events.” — Marcus Aurelius



Security

Health

A priority placed on physical and mental well-being as foundations for life.

"It is health that is real wealth." — Mahatma Gandhi

Order

A preference for structure, clarity, and predictable systems.

"For every minute spent organizing, an hour is earned." — Benjamin Franklin (attributed)

Cleanliness

An appreciation for organization and environments that feel clear and cared for.

"Cleanliness and order are not matters of instinct; they are matters of education." — Maria Montessori

Reciprocity

A belief in mutual exchange, fairness, and balanced relationships.

"One good turn deserves another." — Proverb

Safety

A focus on protection, stability, and minimizing risk.

"The desire for safety stands against every great and noble enterprise." — Tacitus

Belonging

A need to feel connected, included, and valued within a group.

"We are not meant to go through life alone." — Brené Brown

Vigilance

An attentive awareness of potential risks and emerging changes.

"Eternal vigilance is the price of liberty." — Thomas Jefferson (attributed)

Carefulness

A thoughtful, deliberate approach before making decisions.

"Measure twice, cut once." — Proverb



Power

Authority

Comfort with leadership and guiding others toward direction.

“A genuine leader is not a searcher for consensus but a molder of consensus.” — Martin Luther King Jr.

Wealth

The desire to build and manage resources that create opportunity.

“Wealth consists not in having great possessions, but in having few wants.” — Epictetus

Recognition

A motivation to be acknowledged for one’s contributions and achievements.

“The deepest principle in human nature is the craving to be appreciated.” — William James

Intelligence

A respect for knowledge, reasoning, and mental agility.

“The true sign of intelligence is not knowledge but imagination.” — Albert Einstein

Success

A drive to achieve meaningful results and visible accomplishments.

“Success is not final, failure is not fatal: it is the courage to continue that counts.” — Winston Churchill

Ambition

A strong aspiration to grow, advance, and make impact.

“Intelligence without ambition is a bird without wings.” — Salvador Dalí

Influence

The capacity and intention to shape outcomes and inspire others.

“Example is not the main thing in influencing others. It is the only thing.” — Albert Schweitzer

Mastery

A commitment to excellence through skill development and refinement.

“We are what we repeatedly do. Excellence, then, is not an act, but a habit.” — Aristotle (attributed)



Hedonism

Pleasure

An appreciation for enjoyment and sensory satisfaction in life.

“Pleasure in the job puts perfection in the work.” — Aristotle (attributed)

Joy

A radiant, uplifting emotional energy that fuels positivity.

“Joy is not in things; it is in us.” — Richard Wagner

Love

A deep emotional connection expressed through care and affection.

“Where there is love there is life.” — Mahatma Gandhi

Independence

A desire for autonomy and freedom in thought and action.

“Freedom lies in being bold.” — Robert Frost

Creativity

The impulse to imagine, design, and express something original.

“Creativity takes courage.” — Henri Matisse

Novelty

An attraction to fresh ideas, change, and new possibilities.

“The secret of change is to focus all of your energy not on fighting the old, but on building the new.” — Socrates (attributed)

Freedom

A commitment to living with minimal constraint and authentic choice.

“For to be free is not merely to cast off one’s chains, but to live in a way that respects and enhances the freedom of others.” — Nelson Mandela

Curiosity

A natural eagerness to learn, question, and discover.

“I have no special talent. I am only passionately curious.” — Albert Einstein