Core Values

Core values are what represent our **priorities**, **ethics**, **morals**, and **beliefs**. They're the driving force behind just about everything we do, and that includes the interactions we have while coaching. Here is a comprehensive list of core values for you to reference throughout your coaching journey.

Acceptance
Achievement
Adventure
Affection
Altruism
Ambition
Appreciation
Authority
Autonomy
Balance
Beauty
Belonging
Caring
Celebration
Challenge
Choice
Collaboration
Commitment
Community
Communication
Compassion
Connection
Contribution
Cooperation
Creativity
Democracy
Effectiveness
Efficiency
Equity
Excellence
Excitement
Expertise
Fame
Fairness
Faith
Family
Flexibility
Focus
Forgiveness
Freedom
Friendship
Fun
Goals
Gratitude
Growth
Happiness
Health
Helping Others
High Expectations
Honesty
Hope
Humility
Humor
Imagination
Independence
Influence
Initiative
Integrity
Intuition
Interdependence
Joy
Justice
Kindness
Knowledge
Leadership
Loyalty
Making a Difference
Meaningful Work
Mindfulness
Nature
Nurturing
Order
Passion
Peace
Personal Growth
Perseverance
Personal Development
Pleasure
Positive Attitude
Pride
Productivity
Recognition
Reflection
Religion
Respect
Responsibility
Results
Risk Taking
Romance
Self-Expression
Self-Respect
Service
Sharing
Solitude
Spirituality
Success
Support
Team Work
Time
Tolerance
Tradition
Trust
Truth
Unity