



# Values - Needs - Wants - Behaviors

## Brainstorming List

It has been such an honor to connect with thousands of participants within numerous organizations who are serious about building value with values. Since the release of *GOOD to the CORE* I have asked audiences to think about words that would describe their core values. This document is a representative list of what participants initially listed when asked to think about their core values. It is just the beginning of their process to dig beyond behaviors, wants and needs ... to the very core of what they value. Some items on the list may likely represent behaviors, some may reflect wants and others may be needs. And some may be a very deep core value. I make this list available only as a tool to get you thinking ... to stir your thoughts, your heart and your soul. May it encourage you to begin to dig beyond the veneer of everyday life to connect to the very core of your values. In doing so, may your everyday life become more valuable!

John G. Blumberg, Author of *GOOD to the CORE*

2nd Chances	Feedback	Positive
Ability	Fidelity	Positive Attitude
Abundance	Firmness	Positive Communication
Accept responsibility	Fitness	Positive People
Acceptance	Flexibility	Positiveness
Accepting	Flexible	Positivity
Accommodating	Focus	Possibilities
Accomplishments	Focused	Poverty
Accountability	Focused on others	Powerful
Accountable	Follow Through	Practical
Accuracy	Follow Up	Practicality
Acting	For Real	Praise
Acting On Conscience	Forgiveness	Preach
Action	Forgiving	Present
Active	Fortitude	Priority
Adaptability	Forward-Thinking	Privacy
Adaptable	Frankness	Proactive
Adaptive	Freedom	Production
Admirable	Friendly	Productive
Admiration	Friends	Productiveness
Admit Mistakes	Friendship	Productivity
Advocacy	Fun	Profession
Adventurous	Generosity	Professional
Adversity	Generous	Professionalism
Advocacy	Gentle	Progress
Alignment	Gentleness	Promises Kept
Alignment IN Christ	Genuine	Prosperity
Allow Growth	Give	Protect
Alone Time	Give Back	Protecting
Always try your best	Giving	Provide
Amiable	Giving Back	Punctual
Analytical	Giving/compassion	Punctuality
Anchored	Global Consciousness	Purpose
Anticruelty	Goal Oriented	Purpose-Driven
Appreciate	Goals	Purposeful
Appreciation	God	Quality
Appreciative	God (Religion)	Quality of life

Approachable  
Appropriate  
Artistic  
Assertiveness  
Attempt To Meet Potential  
Attentiveness  
Attitude  
Authenticity  
Authority  
Availability  
Aware  
Awareness  
Balance  
Balanced  
Beauty  
Being Supported  
Being Supportive  
Belief  
Belief in self  
Belief Systems  
Beliefs  
Believe  
Believe Anything Is Possible  
Believer  
Believing  
Big Picture  
  
Blessing  
Bottom-Line  
Boundaries  
Brave  
Bravery  
Calm  
Can-do attitude  
Care giving  
Caring  
Celebrate Successes  
Celebration  
Centered  
Challenge  
Challenges  
Challenging  
Change  
Change is good  
Change Ready  
Character  
Charismatic  
Charitable  
Charity  
Childlike  
Children  
Choices  
Choosing The Best  
Christ focused  
Christ-follower

Going Above And Beyond  
Good Food  
Good Listener  
Good mind/memory  
Good Natured  
Good provider  
Good To Earth  
Good Work  
Goodness  
Grace  
Grace/Honor  
Gracious  
Graciousness  
Grateful  
Gratitude  
Great Brother  
Great Dad  
Great Friend  
Great husband  
Great Son  
Great Stranger  
Greater Good  
Grounded  
Growing  
Growth  
Guidance  
  
Happiness  
Happy  
Hard Work  
Hard Work/Work Ethic  
Hard Working  
Harmony  
Having Fun  
Health  
Healthiness  
Healthy  
Healing People/Each Other  
Helpful  
Helpfulness  
Helping  
Helping Others  
Helping People Find Way Back To God  
Home  
Honest  
Honesty  
Honesty/integrity  
Honor  
Honorable  
Hope  
Hopeful  
Hospitable  
Humane  
Humanitarian  
Humble

Quality-Focused  
Rational  
Real  
Realism  
Realistic  
Reasonable  
Recognition  
Recognize  
Recognize People  
Reflection  
Relationship  
Relationships  
Relaxation  
Reliability  
Reliable  
Religion  
Remembrance  
Renewal  
Resilience  
Resilient  
Resourceful  
Resourcefulness  
Respect  
Respect Boundaries  
Respect For Others  
Respect Oneself  
  
Respect Others Time And Possessions  
Respected  
Respectful  
Respectfulness  
Responsibility  
Responsible  
Responsive  
Responsiveness  
Rest  
Restricting Judgment  
Results  
Reverence  
Rewards For A Good Life  
Righteous  
Righteousness  
Resiliency  
Role Model  
Sacrifice  
Safety  
Safety  
Satisfied with what God has provided  
Scared  
Security  
Self Aware  
Self Awareness  
Self Control  
Self Discipline  
Self Esteem



Christian  
Christianity  
Church  
Circumspective  
Class  
Cleanliness  
Clear  
Coaching  
Collaborate  
Collaboration  
Collaborative  
Colorful  
Comfort  
Commitment  
Committed  
Communicating  
Communication  
Communicative  
Community  
Community Work  
Companionship  
Compassion  
Compassionate  
Competence  
Competition  
Compromising  
Comradeship  
Concentration  
Concern  
Concerned  
Consciousness  
Confidence  
Conscience  
Conscientious  
Conscientious  
Consciousness  
Considerate  
Consideration  
Consistency  
Consistent  
Constructive  
Contemplative Planning  
Contentious  
Contentment  
Contributing  
Controlling  
Conviction  
Core Values  
Correct Speech  
Country  
Courage  
Courageous  
Courageous  
Courteous  
Courtesy

Humility  
Humor  
Humor/Laughter  
Humorous  
Imagination  
Imaginative  
Impact Another Life  
Impartial  
Improve  
Inclusive  
Inclusiveness  
Independence  
Independent  
Influencer  
Influential  
Inner Peace  
Innovation  
Innovation  
Innovative  
Input  
Inquire  
Inquisitive  
Inquisitiveness  
Inspiration  
Inspirational  
Inspire  
Inspiring  
Integration  
Integrity  
Intelligence  
Intelligent  
Interdependence  
Jesus  
Joy  
Joyful  
Joyous  
Justice  
Kind  
Kind Hearted  
Kindness  
Kingdom ROI  
Knowing Self  
Knowledge  
Knowledgeable  
Laughter  
Laughter/funny  
Lead By Example  
Leader  
Leadership  
Leading  
Learn From Mistake  
Learning  
Life  
Listen  
Listener

Self Evaluating  
Self Improvement  
Self Reflection  
Self Wellness  
Self Worth  
Self-Aware  
Self-Awareness  
Self-Effacing  
Self-Esteem  
Self-Image  
Selfless  
Self-Less  
Selflessness  
Self-Reflection  
Self-Reliance  
Self-Reliant  
Self-Ware  
Self-Worth  
Sensitivity  
Serenity  
Servant  
Servant Leadership  
Serve  
Service  
Service To Others  
Share  
Sharing  
Sharing Wealth  
Shine  
Significance  
Silly  
Simplicity  
Sincere  
Sincerity  
Smiles  
Smiling  
Social  
Social Activities  
Social Responsibility  
Solidarity  
Speed  
Spirit  
Spirited  
Spirit-led  
Spiritual  
Spirituality  
Stability  
Steady  
Steward  
Stewardship  
Stick-to-it attitude  
Stillness  
Strength  
Stretch  
Strive of improvement





Creating Hope	Listening	Striving
Creative	Living	Strong
Creative	Living in faith	Strong Connections With People
Creativity	Logical	Strong Foundation
Critical Thinker	Looking Beyond Self	Strong Willed
Critical Thinking	Love	Structure
Critical Values	Love Unconditionally	Succeeding
Culture	Love/Loving/Unconditional Love	Success
Curious	Loved	Support
Customer Focused	Loving	Supportive
Daring	Loyal	Supportiveness
Dedicated	Loyal In All	Sympathetic
Dedication	Loyalty	Taking Action
Deep	Maintain	Taking Care Of Others
Defender of the weak	Make A Difference	Talk The Talk
Dependability	Making A Difference	Talking
Dependable	Manners	Teacher
Desire	Margin	Teaching
Detailed	Marriage	Team Player
Determination	Materialistic	Team Work
Determined	Matter To Another	Teamwork
Development	Maturity	Temperance
Devoted	Me	Thankful
Dignity	Meaningful	Thankfulness
Diplomatic	Mediator	The fruit of the spirit
Direct	Mentally Strong	Thorough
Direction	Mentor	Thoughtful
Directness	Mentoring	Thoughtfulness
Discernment	Mercy	Timeliness
Discipline	Mind/Body Connection	Timely
Disciplined	Mindful	Tolerance
Diversified	Mindfulness	Tolerant
Diversity	Mistakes	Transcendent
Do The Right Thing	Moderation	Transformation
Do What Is Right	Modesty	Transparency
Doing	Money	Transparent
Doing The Best	Moral	Treat everyone the same
Doing The Right Thing	Morally Drive	True
Doing The Right Thing All The Time	Motivate	True To Self
Dream	Motivating	True-Self
Dreamer	Motivation	Trust
Dreaming	Motivational	Trustful
Dreams	Music	Trusting
Drive	My Faith	Trustworthiness
Driven	Myself	Trustworthy
Driven - stamina in all things	Nature	Truth
Driven By A Higher Cause	Nature/Environment	Truthful
Economical	Need to understand	Truthfulness
Eco-sense	Needed	Try Anything Once
Educated	Nice	Understanding
Education	Non-Judgment	Understanding Others
Effective	Non-Judgmental	Unflappability
Efficient	Nurture	Unity
Elaborate	Nurturing	Unity in Spirit
Emotional	Obedience	Unity in the church

Emotional Fullness  
Empathetic  
Empathic  
Empathy  
Empowerment  
Empower  
Empowering  
Encourage  
Encouragement  
Encouraging  
Enduring  
Energetic  
Energy  
Engage  
Engaged  
Engagement  
Engaging  
Enjoyment  
Enthusiasm  
Enthusiastic  
Environment  
Environmentally Concerned  
Equality  
Ethical  
Ethical Behavior  
Ethics  
Even-Tempered  
Excitement  
Exciting  
Exclusive  
Executed  
Execution/Follow Through  
Experience  
Experiences  
Expressive  
Fact Based  
Fair  
Fairness  
Faith  
Faithful  
Faithfulness  
Family  
Family oriented  
Fearful  
Fearless  
Fearlessness

Obedient  
Open  
Open Heart  
Open Mind  
Open-Minded  
Open-Mindedness  
Openness  
Opportunities  
Opportunity  
Optimism  
Optimistic  
Order  
Organization  
Original  
Ownership  
Particular  
Partner  
Partnering  
Partnership  
Passion  
Passionate  
Patience  
Patient  
Patriotism  
Pay It Forward  
Peace  
Peaceful  
Peacefulness  
Peacemaker  
People  
People Focus  
Performance  
Perseverance  
Persistence  
Persistent  
Personal Growth  
Persuade  
Pets  
Planet Conscious  
Planning  
Planning For Future  
Platinum  
Playful  
Playfulness  
Pleasure  
Polite

Unpretentious  
Upfront  
Valuable  
Value  
Value (worth)  
Values  
Variety  
Versatile  
Versatility  
Vibrant  
Vigilant  
Virtue  
Virtuous  
Vision  
Vivacity  
Volunteer  
Vulnerability  
Vulnerable  
Walk The Talk  
Walk The Walk  
Warm  
Warmth  
Wealth  
Welcoming  
Well Being  
Wellness  
What You See If What You Get  
Wholesome  
Willing  
Willing To Act  
Willing To Bond With Others  
Willing To Help  
Willingness  
Wisdom  
Wise  
WITH Christ  
With Pride, Not Proudful  
Without Judgment  
Work Ethic  
Work Hard  
Working For Others  
Working Towards A Mission & Vision  
World Conscious  
Worship  
You 1st Attitude  
Youthful

