

## **CERTAINTY**

Hoping for a crystal ball.

## **DISCIPLINE**

Self-control, thinking before you act.

## **CONTROL**

Being the master of your universe.

## **ACCOUNTABILITY**

Dependable, being responsible for your decisions.

## **HEALTH**

Healthy and fit as a fiddle.

## **TRUST**

A belief in the character and strength of someone.

***“Discipline is choosing between what you want now and what you want most.”***

—Abraham Lincoln, U.S. president

Disciplined people always have a goal in mind. Having discipline means sacrificing a fleeting impulse or desire in favor of a long-term plan. People with discipline know their dreams are attainable and that persistence and hard work pays off.

***“Doubt is uncomfortable, certainty is ridiculous.”***

—Voltaire, French writer

People who value certainty want things to be as predictable as possible. Knowing what’s ahead provides stability and security. People who crave certainty hate surprises and don’t take unnecessary risks.

***“If you could kick the person in the pants responsible for most of your troubles you wouldn’t sit for a month.”***

—Theodore Roosevelt, U.S. president

Trust depends on dependability! Whether answering to a higher authority or yourself, being accountable means accepting the consequences of your actions. It also means showing up for whatever you do.

***“Every man gotta right to decide his own destiny.”***

—Bob Marley, musician

You want to be in charge: You’re ready to jump in and do what needs to be done so things turn out the way you planned. You’re the guy who always who takes responsibility for his actions. No matter what happens, you’re ready to make decisions. Interest in control can arise from a person’s need for security or ambition.

***“Trust takes years to build, seconds to break, and forever to repair.”***

—Anonymous

So much of daily life involves relying on something—maybe it’s another person, a bus schedule, or starting your car. We all have to rely on something. How important is it for you to be the guy everyone can count on?

***“Early to bed, early to rise, makes a man healthy, wealthy, and wise.”***

—Benjamin Franklin,  
signer of the Declaration of Independence

Are you someone who thinks about what they eat? Is being healthy really important to you? Perhaps you’re an athlete and want to maximize strength and fitness. The occasional bag of potato chips or candy bar is OK; you’re still a teenager. But if fitness is a priority, then you generally follow a regular exercise routine and stick to a healthy diet.

## **COMMITMENT**

Making a pledge, keeping a promise.

## **COMPETENCE**

You've got mad skills!

## **FINANCIAL STABILITY**

An income you can count on,  
financial freedom.

## **CHALLENGE**

Reaching beyond your comfort zone,  
testing your limits.

## **PLAY**

Imagination, spontaneity; the ability  
to be amused.

## **CREATIVITY**

Imagination, inventiveness, originality.

***“Do the best you can until you know better. Then when you know better, do better.”***

—Maya Angelou, American poet and writer

People achieve competence when they have a high level of knowledge and skills in one area or field of interest. Competent people work hard to get there and are never satisfied. They are always eager to learn more or practice harder, knowing that they can always get better.

***“There are only two options regarding commitment: you’re either in or out.”***

—Pat Riley, NBA coach

Commitment is an important part of finishing a job, doing it well, and honoring the promise you made to others. Whether you’re dedicated to your team, to your instrument, or to your girlfriend, people who value commitment earn the trust and respect of others. We are committed to things in line with our values.

***“Only those who dare to fail greatly can ever achieve greatly.”***

—Robert F. Kennedy, American politician

Are you up to the challenge? Are you interested in beating your personal best? Do you relish facing something new and unknown? How much farther can you hike? How much faster can you run? Can you tackle a Beethoven piano concerto? Do you dare to aim for a 4.0 GPA? Let’s see what you’re made of.

***“The secret to getting ahead is getting started.”***

—Mark Twain, American author

For people who value financial stability, it’s not the coin, but what it can bring you: status, security, really cool clothes, a banger car. It’s living the life and having the cash to support it. Although you can’t buy happiness, money does offer material comfort and greater options. Think of money this way: it’s just one of the things some people have more of. People can also have more compassion, kindness, perseverance, and so on.

***“Originality is the best form of rebellion.”***

—Mike Sasso, NCAA Men’s basketball coach

Creative people have unbounded imaginations. They are never satisfied with the textbook answer or the cookie-cutter approach. When they were little and got a new toy, they ignored the directions and played with it their own way. No matter what the endeavor, creative people want to bring a fresh approach and look at things differently than others might.

***“We don’t stop playing because we grow old, we grow old because we stop playing.”***

—George Bernard Shaw, Irish playwright

That quote says it all. Life is not all fun and games, but you’ll be in trouble if you don’t have any. Making room for fun as you get older will be crucial not only to your mental and physical health but also to your ability to cope with hardship and challenge. Make sure to keep that sparkle in your eye and that giggle at the ready. That’ll help keep you from taking yourself too seriously. But be careful not to take your play too seriously either! Remember it’s only a game.

## **FRIENDSHIP**

Comradeship, companionship.

## **BEING LIKED**

Wanting to make a good impression  
on others.

## **ACCEPTANCE**

Being included, gaining approval.

## **COMPASSION**

Understanding the suffering of others

## **APPRECIATION**

Being recognized for your effort,  
helpfulness, or kindness.

## **LOVE**

A deep feeling of affection.

***“True popularity comes from acts of kindness rather than acts of stupidity.”***

—Bo Bennett, American businessman and author

Humans are social animals. It's natural to want others to like us. For some people having a few close friends is enough, while others want as wide a circle as possible. When you're a teenager and friends take on a bigger role in your life, social status becomes very important. Everyone knows who the popular kids are. From the outside they seem more accepted and confident, but don't be fooled, everyone has insecurities. You don't have to be popular to have great friends and enjoy being social

***“The best time to make friends is before you need them.”***

—Ethel Barrymore, American actress

Friends provide a sense of belonging and self-worth, and they make us feel good about ourselves. To have a friend you have to be a friend, which means being generous with your attention and kindness.

***“If you want to be happy, practice Compassion.”***

—The Dalai Lama, head of Tibetan Buddhism

Compassion means having a relationship with another person's suffering. It could be someone you know, or someone halfway across the world. Compassion involves empathy because you understand the other person's feelings. But you also want to ease their pain. Compassionate people are often very caring and understanding.

***“I'd rather be rejected for who I am than be accepted by pretending to be someone I am not.”***

—Anonymous

To one extent or another we crave acceptance and fear rejection. Acceptance is one of the most important human needs. It develops self-confidence and makes us feel that we mean something to others. The need for acceptance can have a strong impact on the decisions we make.

***“All you need is love.”***

—John Lennon, a Beatle

There are many kinds of love. You love your girlfriend or boyfriend differently than you love your brother or sister. You love them differently than you love your grandmother, and you love her differently than you love your dog (who you love more than anyone). We all want to love and to be loved. It's basic to being human

***“The deepest principle in human nature is the craving to be appreciated.”***

—William James, American psychologist and philosopher

Who doesn't want to be appreciated? It means other people feel you have added value to their lives or achieved something that they respect. Whether you're appreciated for being thoughtful, or for scoring the game winning run, the feedback reflects the extra effort you made.

## **HELPFULNESS**

Benevolence, altruism.

## **AUTONOMY**

Places importance on freedom and control.

## **FORGIVENESS**

Willingness to forgive others.

## **AUTHENTICITY**

Being genuine, true to yourself.

## **INDEPENDENCE**

Self-reliance, self-sufficiency.

## **AMBITION**

Aspiration, a strong desire to succeed.

***“You person you are destined to become is the person you decide to be.”***

–Ralph Waldo Emerson, American author and philosopher

Autonomy is the freedom to make decisions for yourself. However, it does not mean you can do whatever you want. Autonomy comes with accountability. If you make a good decision, you reap the benefits. But you also have to deal with the consequences of making a bad decision. This is how you learn!

***“Life’s most important question is, “What are you doing for others?”***

–Martin Luther King Jr., American minister and civil rights leader

Did you know that what makes people the happiest is to help others? This is called altruism, which means to act selflessly. True altruists put other people’s needs above their own. This does not mean you have to do that 100 percent of the time—you still have to take care of yourself. However, think about how good helping others makes you feel the next time your mom asks you to take out the garbage.

***“You might as well be yourself. Everyone else is taken.”***

–Oscar Wilde, Irish poet and playwright

Authentic people don’t have to prove themselves; they are themselves. Conformity is not their gig. They don’t chase popularity by thinking or looking like everyone else. They are themselves in every situation. When asked for their opinion, they will give an honest answer, even if their opinion is not crowd-pleasing.

***“The weak can never forgive. Forgiveness is the attribute of the strong.”***

–Mahatma Gandhi, Indian attorney and civil rights leader

In a Cherokee Nation parable, a grandfather tells his grandson, “There is a fight going on inside of you between two wolves. One is bitter, angry, and vengeful. The other is compassionate, generous, ready to forgive. The grandson asks, “Which wolf will win?” The grandfather replies, “The one you feed the most.” At the heart of forgiveness is faith in the goodness of others and a belief that everyone makes mistakes and deserves a second chance.

***“Ambition is the path to success. Persistence is the vehicle you arrive in.”***

–Bill Bradley, NBA player and U.S. senator

Ambition is about setting goals that are difficult to achieve and then working till you get there. Ambitious people believe in themselves. They know if they are willing to learn, fail, and try again, their dreams will be realized. They keep their head in the game and their eye on the prize.

***“You have brains in your head. You have feet in your shoes. You can steer yourself in any direction you choose. You’re on your own. And you know what you know. And YOU are the one who’ll decide where to go.”***

–Dr. Seuss, children’s book author

Independent people like to think for themselves. They have close friends, but in the end want to decide things for themselves. This gives them a sense of security and control.



## **COMPETITION**

Comparing yourself to others, and wanting to be better.

## **TEAMWORK**

Cooperative effort toward a common goal.

## **DETERMINATION**

Persistence, perseverance.

## **EQUALITY**

Equal rights and opportunities for all.

## **EXCELLENCE**

Mastery, being outstanding.

## **JUSTICE**

Fairness, integrity.

***“The strength of the team is each individual member. The strength of each member is the team.”***

—Phil Jackson, NBA coach

All for one and one for all. A team player knows that he can achieve more by working with others than he can by working alone. As much as he loves to score, he is never a ball hog. The best team players are more concerned with making those around them look good than in getting all the attention and credit.

***“A champion is afraid of losing. Everyone else is afraid of winning.”***

—Billie Jean King, USTA Women’s  
Tennis champion and activist

There is a difference between wanting to win and needing to win. Competitive people want to come in first, but they enjoy the fight to get there. They recognize that competition brings out their best performance and makes them better. They don’t only compete with others—they are also always out to beat their personal best.

***“I look forward to the day when people are judged not by the color of their skin but by the content of their character.”***

—Martin Luther King, American minister and  
civil rights activist

Equality does not come easily. Yet many people believe it’s worth fighting for, even dying for. Leaders like Mahatma Gandhi and Martin Luther King Jr. led historical movements to gain equality, and today a new crop of activists are fighting for social justice at home and abroad. How strongly do you believe that we all deserve equal rights and opportunities and that no one should be excluded or treated unjustly?

***“Whether you think you can or you think you can’t, you’re right.”***

—Henry Ford, industrialist

Tenacity beats talent every time. The mantra of The Little Engine that Could—“I think I can, I think I can”—allowed her to accomplish a feat that stronger engines couldn’t do. Determined people keep at it, even during times of self-doubt. That’s because they know that if they don’t give up, they will figure out a way to succeed.

***“Injustice anywhere is a threat to justice everywhere.”***

—Martin Luther King, Jr., American minister and  
civil rights activist

The best societies have honest institutions and offer justice for all. Justice ensures that no one is above the law and that all people are treated fairly. In a just society everyone enjoys the same protection—no matter how rich or poor they are, no matter what they look like, no matter what their religion they practice, no matter whom they love.

***“Excellence is to do a common thing in an uncommon way.”***

—Booker T. Washington, American educator and  
presidential advisor

Few people follow the path to excellence. Those that do push themselves every day. Good or very good results are never satisfactory enough—they value improvement as much as the end result. However, no one strives for excellence in everything they do, so it also involves **knowing** your priorities.

## **TOLERANCE**

Acceptance, openness, open-mindedness.

## **TRADITION**

Respecting customs, practicing rites.

## **SPIRITUALITY**

Belief in something greater than ourselves.

## **EXCITEMENT**

Great enthusiasm, eagerness.

## **RELIGION**

Devoutness, faith.

## **VARIETY**

Frequent change, diversity.

***“Without our traditions, our lives would be as shaky as a fiddler on the roof!”***

—Tevye in *Fiddler on the Roof* (Sheldon Harnick, lyricist)

Recognition of tradition means respect for customs and rituals practiced by those who came before us. Families often have their own traditions. Some traditions started generations ago, and others might be followed only by your family but are practiced every year. Attachment to tradition satisfies a need for belonging and defines a group, be it a family, religion, tribe, or culture.

***“Tolerance is giving to every other human being every right that you claim for yourself.”***

—Robert Green Ingersoll, American lawyer and orator

Tolerance is respect for other people, regardless of their views and lifestyle. People with open minds are not afraid of those who are different from them. They value diversity. It’s really just that simple.

***“The only difference between fear and excitement is your attitude about it.”***

—Peter McWilliams, American writer

Some people find excitement very attractive, even addictive. They are called thrill-seekers. Challenges don’t scare them, and they are either on an adventure or planning what the next one will be. People with such characteristics are often the spark that initiates an escapade or experience.

***“At any moment you have a choice that either leads you closer to your spirit or further away from it.”***

—Thich Nhat Hanh, Vietnamese Buddhist monk and author

People on the quest for spirituality value the human soul or spirit over material comforts or physical things. They constantly search for the meaning of life. Spirituality often brings peace and purpose. Religions involve spirituality, but spirituality does not have to involve religion.

***“Life is about using the whole box of crayons.”***

—Anonymous

People who value diversity often lead interesting lives. They pursue anything and everything, even if something only momentarily catches their attention. If someone in your life thrives on variety, hang on for the ride. With them there is only one thing you can count on—things won’t stay the same.

***“Prayer does not change God, but it changes him who prays.”***

—Søren Kierkegaard, Danish philosopher and theologian

Religion also helps answer the question, “What is the meaning of life?” Spirituality is a part of religion, but so are prescribed beliefs and practices. People active in a religious community experience a strong sense of belonging.

## **ADVENTURE**

Looking for exciting and risky exploits and diversions.

## **WEALTH**

Money, material goods, luxury lifestyle.

## **CURIOSITY**

Willingness to explore and learn.

## **PASSION**

A vocation or loved hobby.

## **HAPPINESS**

Feelings of contentment, satisfaction, and/or fulfillment.

## **FITNESS**

Active, athletic, in shape.

***The real measure of your wealth is how much you'd be worth if you lost all your money.***

—Anonymous

Money might not bring happiness, but it can ensure comfort, pampering, and to some extent security. It also provides the freedom to explore life, have adventures, and eat at fancy restaurants. Just remember that it's one of those things some people have more of. Some people have more compassion, others have more passion, and still others have more money.

***"It's a dangerous business, Frodo, going out your door. You step onto the road, and if you don't keep your feet, there's no knowing where you might be swept off to."***

—Bilbo Baggins in *The Lord of the Rings* (J.R.R. Tolkien)

Adventurers are defined by a passion for activities that cause excitement. Adventurers are not afraid to take risks. In fact, they actively seek it. They are eager to explore and learn about the unknown. Adventurers are often passionate people who are open to make new friends, try new things, and travel to interesting places

***"The two most important days in your life are the day you are born and the day you find out why."***

—Mark Twain, American writer

Passion is an activity in which we find real pleasure. People with passion are very excited when their interests are discussed. They can talk about them for hours. The effects of their work can be impressive because they put a lot of heart into their passions.

***"I have no special talents. I am only passionately curious."***

—Albert Einstein, theoretical physicist

Where would we be without curiosity? It's so important. Would the Wright brothers have built their airplane without it? Would someone have invented the cell phone? People who value intellectual curiosity always want to know more. Wikipedia and YouTube are their friends. They want to answer the most intriguing questions and develop in-depth knowledge of a subject. They are forever asking, "Why?"

***"Physical fitness is not only one of the most important keys to a healthy body, it is the basis of dynamic and creative intellectual activity."***

—John F. Kennedy, U.S. president and author

They say if you think lifting weights is dangerous, try being weak! Whether you're an athlete, have specific fitness goals in mind, or just want to look your best, exercise is not only important for the body, it also helps with mood, attention, and overall well-being. If you're developing fitness habits now, you're ahead of the game.

***"If you want others to be happy, practice compassion. If you want to be happy, practice compassion."***

—The Dalai Lama, spiritual leader of Tibetan Buddhism

Who doesn't want to be happy? And yet finding happiness has eluded philosophers, psychologists, and religious thinkers, not to mention your average teenager. It's a worthy goal, although its true source may be difficult to find. Having fun is really important, but that's different—the pleasure it brings is fleeting. Find out what makes you truly happy, what makes your heart sing. Maybe you'll come to the same conclusion as the Dalai Lama.

## **EDUCATION**

A quest for knowledge, desire to learn, and acquire new skills.

## **PLEASURE**

Enjoyment, happiness, satisfaction.

## **FAMILY**

Caring for loved ones.

## **REPUTATION**

How others view your character.

## **LOYALTY**

Faithfulness.

## **GROWTH**

Physical, intellectual, and spiritual development.

***“Take your pleasure seriously.”***

—Charles Eames, American architect, designer,  
and filmmaker

Pleasure is an important part of life. It provides a break from the daily grind, and it gives us a chance to enjoy ourselves. Everyone finds pleasure in something different. A little indulgence never hurt anyone, but some people dedicate their life’s purpose to finding pleasure. The rest of us are usually jealous of them.

***“The whole purpose of education is that it turns mirrors into windows.”***

—Sydney J. Harris, American journalist

Education gives us so much: knowledge, a different perspective, an understanding of how the world works. It both opens our mind and helps us form opinions. Learning about something deepens our appreciation of it. Education opens doors, helps us solve problems, enriches our lives, and ultimately makes the world a better place. Being educated is a privilege and, to some, even a luxury. For those who value it, it’s a lifelong endeavor and something that can never be taken away.

***“It takes many good deeds to build a reputation, and only one bad deed to lose it.”***

—Benjamin Franklin,  
signer of the Declaration of Independence

On the other hand, the famed basketball coach John Wooden said, “Worry about your character, not your reputation. Your character is who you are, your reputation is who people think you are.” There is truth in both of these statements. People who value social acceptance work hard to achieve the desired reputation, and having a good one can make things easier. What do you want to be known for?

***“Home is where you are loved the most and act the worst.”***

—Marjorie Pay Hinckley, American author

People’s feelings about their family are often complicated. You fight with your brother several times a week and then miss him like crazy when he goes off to college. You resent the pressure and demands your parents put on you, but you look for their shoulder to cry on or their assistance to bail you out of trouble. It’s easy to take your family for granted: they are there when you wake up in the morning and when you go to bed at night. But not everyone is lucky enough to have a loving, supporting, and accepting family. So, if you do, be grateful (when you’re done being pissed off at them).

***“Don’t go through life, grow through life.”***

—Eric Butterworth, Canadian minister and author

People who value growth are never satisfied. They forever seek ways to better themselves—to learn more, improve, develop a new skill. Growth is an integral part of every person’s life. It allows us to achieve our goals, fulfill our desires, and become the people we want to be.

***“You can’t eat the orange and throw the peel away—a man is not a piece of fruit.”***

—Willie Loman, *Death of a Salesman* (Arthur Miller,  
American playwright)

Remember when you were younger and started each school day pledging allegiance to the flag (and the republic for which it stands)? People who value loyalty genuinely have the best interest of another person, a country, or an institution at heart. It often, though not always, requires self-sacrifice. Loyal friends trust each other, keep their commitments, and expect the same in return.