

# Principles & Values

*You must be principled... you must set your own standard of excellence... others must qualify to access your value. You must promise your behavior to set and maintain your standards of excellence. Digital trust and collaborative partnerships hinge on your behavioral promises. In order to make those necessary promises, you must establish your principles tangibly.*

Write down three core principles that guide your everyday life.

1

2

3

# Principles & Values

Honesty  
Flexibility  
Competence  
Loyalty  
Vision  
Innovation  
Creativity  
Quality  
Objectivity  
Transparency  
Trust  
Integrity  
Adaptability  
Simplicity  
Discovery  
Accomplishment  
Freedom  
Responsiveness  
Accountability  
Commitment  
Strategic  
Caring  
Elegance

Tenacity  
Hard work  
Focus  
Discipline  
Passion  
Excellence  
Equality  
Organization  
Structure  
Judgment  
Education  
Friendship  
Tradition  
Punctuality  
Reliability  
Honor  
Timeliness  
Tolerance  
Justice  
Knowledge  
Respect  
Compassion  
Enlightenment

Fairness  
Faith  
Teamwork  
Collaboration  
Wisdom  
Communication  
Systemization  
Tranquility  
Philanthropy  
Charity  
Consistency  
Forgiveness  
Openness  
Community  
Gratitude  
Goodness  
Change  
Harmony  
Faithfulness  
Common sense  
Graciousness  
Humility  
Intimacy

Core Value

Your Definition

1  
2  
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