



Return on Integrity

Brainstorming List for Values, Needs, Wants, Behaviors

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 Return on Integrity*
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|-----------------------|------------------------------|---------------------|----------------|
| 2nd Chances | Anticruelty | Boundaries | Coaching |
| Ability | Appreciate | Brave | Collaborate |
| Abundance | Appreciation | Bravery | Collaboration |
| Accept responsibility | Appreciative | Calm | Collaborative |
| Acceptance | Approachable | Can-do attitude | Colorful |
| Accepting | Appropriate | Care giving | Comfort |
| Accommodating | Artistic | Caring | Commitment |
| Accomplishments | Assertiveness | Celebrate Successes | Committed |
| Accountability | Attempt To Meet Potential | Celebration | Communicating |
| Accountable | Attentiveness | Centered | Communication |
| Accuracy | Attitude | Challenge | Communicative |
| Acting | Authenticity | Challenges | Community |
| Acting On Conscience | Authority | Challenging | Community Work |
| Action | Availability | Change | Companionship |
| Active | Aware | Change is good | Compassion |
| Adaptability | Awareness | Change Ready | Compassionate |
| Adaptable | Balance | Character | Competence |
| Adaptive | Balanced | Charismatic | Competition |
| Admirable | Beauty | Charitable | Compromising |
| Admiration | Being Supported | Charity | Comradeship |
| Admit Mistakes | Being Supportive | Childlike | Concentration |
| Advocacy | Belief | Children | Concern |
| Adventurous | Belief in self | Choices | Concerned |
| Adversity | Belief Systems | Choosing The Best | Consciousness |
| Advocacy | Beliefs | Christ focused | Confidence |
| Alignment | Believe | Christ-follower | Conscience |
| Alignment IN Christ | Believe Anything Is Possible | Christian | Conscientious |
| Allow Growth | Believer | Christianity | Conscientious |
| Alone Time | Believing | Church | Consciousness |
| Always try your best | Big Picture | Circumspective | Considerate |
| Amiable | Blessing | Class | Consideration |
| Analytical | Bottom-Line | Cleanliness | Consistency |
| Anchored | | Clear | Consistent |



Constructive	Doing	Excitement	Giving/compassion
Contemplative Planning	Doing The Best	Exciting	Global Consciousness
Contentious	Doing The Right Thing	Exclusive	Goal Oriented
Contentment	Doing The Right Thing All	Executed	Goals
Contributing	The Time	Execution/Follow Through	God
Controlling	Dream	Experience	God (Religion)
Conviction	Dreamer	Experiences	Going Above And Beyond
Core Values	Dreaming	Expressive	Good Food
Correct Speech	Dreams	Fact Based	Good Listener
Country	Drive	Fair	Good mind/memory
Courage	Driven	Fairness	Good Natured
Courageous	Driven - stamina in all	Faith	Good provider
Courageous	things	Faithful	Good To Earth
Courteous	Driven By A Higher Cause	Faithfulness	Good Work
Courtesy	Economical	Family	Goodness
Creating Hope	Eco-sense	Family oriented	Grace
Creative	Educated	Fearful	Grace/Honor
Creative	Education	Fearless	Gracious
Creativity	Effective	Fearlessness	Graciousness
Critical Thinker	Efficient	Feedback	Grateful
Critical Thinking	Elaborate	Fidelity	Gratitude
Critical Values	Emotional	Firmness	Great Brother
Culture	Emotional Fullness	Fitness	Great Dad
Curious	Empathetic	Flexibility	Great Friend
Customer Focused	Empathic	Flexible	Great husband
Daring	Empathy	Focus	Great Son
Dedicated	Empowerment	Focused	Great Stranger
Dedication	Empower	Focused on others	Greater Good
Deep	Empowering	Follow Through	Grounded
Defender of the weak	Encourage	Follow Up	Growing
Dependability	Encouragement	For Real	Growth
Dependable	Encouraging	Forgiveness	Guidance
Desire	Enduring	Forgiving	Happiness
Detailed	Energetic	Fortitude	Happy
Determination	Energy	Forward-Thinking	Hard Work
Determined	Engage	Frankness	Hard Work/Work Ethic
Development	Engaged	Freedom	Hard Working
Devoted	Engagement	Friendly	Harmony
Dignity	Engaging	Friends	Having Fun
Diplomatic	Enjoyment	Friendship	Health
Direct	Enthusiasm	Fun	Healthiness
Direction	Enthusiastic	Generosity	Healthy
Directness	Environment	Generous	Healing People/Each
Discernment	Environmentally	Gentle	Other
Discipline	Concerned	Gentleness	Helpful
Disciplined	Equality	Genuine	Helpfulness
Diversified	Ethical	Give	Helping
Diversity	Ethical Behavior	Give Back	Helping Others
Do The Right Thing	Ethics	Giving	Helping People Find Way
Do What Is Right	Even-Tempered	Giving Back	Back To God

Home	Kindness	Modesty	People Focus
Honest	Kingdom ROI	Money	Performance
Honesty	Knowing Self	Moral	Perseverance
Honesty/integrity	Knowledge	Morally Drive	Persistence
Honor	Knowledgeable	Motivate	Persistent
Honorable	Laughter	Motivating	Personal Growth
Hope	Laughter/funny	Motivation	Persuade
Hopeful	Lead By Example	Motivational	Pets
Hospitable	Leader	Music	Planet Conscious
Humane	Leadership	My Faith	Planning
Humanitarian	Leading	Myself	Planning For Future
Humble	Learn From Mistake	Nature	Platinum
Humility	Learning	Nature/Environment	Playful
Humor	Life	Need to understand	Playfulness
Humor/Laughter	Listen	Needed	Pleasure
Humorous	Listener	Nice	Polite
Imagination	Listening	Non-Judgment	Positive
Imaginative	Living	Non-Judgmental	Positive Attitude
Impact Another Life	Living in faith	Nurture	Positive Communication
Impartial	Logical	Nurturing	Positive People
Improve	Looking Beyond Self	Obedience	Positiveness
Inclusive	Love	Obedient	Positivity
Inclusiveness	Love Unconditionally	Open	Possibilities
Independence	Love/Loving/Unconditional	Open Heart	Poverty
Independent	Love	Open Mind	Powerful
Influencer	Loved	Open-Minded	Practical
Influential	Loving	Open-Mindedness	Practicality
Inner Peace	Loyal	Openness	Praise
Innovation	Loyal In All	Opportunities	Preach
Innovation	Loyalty	Opportunity	Present
Innovative	Maintain	Optimism	Priority
Input	Make A Difference	Optimistic	Privacy
Inquire	Making A Difference	Order	Proactive
Inquisitive	Manners	Organization	Production
Inquisitiveness	Margin	Original	Productive
Inspiration	Marriage	Ownership	Productiveness
Inspirational	Materialistic	Particular	Productivity
Inspire	Matter To Another	Partner	Profession
Inspiring	Maturity	Partnering	Professional
Integration	Me	Partnership	Professionalism
Integrity	Meaningful	Passion	Progress
Intelligence	Mediator	Passionate	Promises Kept
Intelligent	Mentally Strong	Patience	Prosperity
Interdependence	Mentor	Patient	Protect
Jesus	Mentoring	Patriotism	Protecting
Joy	Mercy	Pay It Forward	Provide
Joyful	Mind/Body Connection	Peace	Punctual
Joyous	Mindful	Peaceful	Punctuality
Justice	Mindfulness	Peacefulness	Purpose
Kind	Mistakes	Peacemaker	Purpose-Driven
Kind Hearted	Moderation	People	Purposeful



Quality	Righteousness	Shine	Talking
Quality of life	Resiliency	Significance	Teacher
Quality-Focused	Role Model	Silly	Teaching
Rational	Sacrifice	Simplicity	Team Player
Real	Safety	Sincere	Team Work
Realism	Safety	Sincerity	Teamwork
Realistic	Satisfied with what God	Smiles	Temperance
Reasonable	has provided	Smiling	Thankful
Recognition	Scared	Social	Thankfulness
Recognize	Security	Social Activities	The fruit of the spirit
Recognize People	Self Aware	Social Responsibility	Thorough
Reflection	Self Awareness	Solidarity	Thoughtful
Relationship	Self Control	Speed	Thoughtfulness
Relationships	Self Discipline	Spirit	Timeliness
Relaxation	Self Esteem	Spirited	Timely
Reliability	Self Evaluating	Spirit-led	Tolerance
Reliable	Self Improvement	Spiritual	Tolerant
Religion	Self Reflection	Spirituality	Transcendent
Remembrance	Self Wellness	Stability	Transformation
Renewal	Self Worth	Steady	Transparency
Resilience	Self-Aware	Steward	Transparent
Resilient	Self-Awareness	Stewardship	Treat everyone the same
Resourceful	Self-Effacing	Stick-to-it attitude	True
Resourcefulness	Self-Esteem	Stillness	True To Self
Respect	Self-Image	Strength	True-Self
Respect Boundaries	Selfless	Stretch	Trust
Respect For Others	Self-Less	Strive of improvement	Trustful
Respect Oneself	Selflessness	Striving	Trusting
Respect Others Time	Self-Reflection	Strong	Trustworthiness
And Possessions	Self-Reliance	Strong Connections With	Trustworthy
Respected	Self-Reliant	People	Truth
Respectful	Self-Ware	Strong Foundation	Truthful
Respectfulness	Self-Worth	Strong Willed	Truthfulness
Responsibility	Sensitivity	Structure	Try Anything Once
Responsible	Serenity	Succeeding	Understanding
Responsive	Servant	Success	Understanding Others
Responsiveness	Servant Leadership	Support	Unflappability
Rest	Serve	Supportive	Unity
Restricting Judgment	Service	Supportiveness	Unity in Spirit
Results	Service To Others	Sympathetic	Unity in the church
Reverence	Share	Taking Action	Unpretentious
Rewards For A Good Life	Sharing	Taking Care Of Others	Upfront
Righteous	Sharing Wealth	Talk The Talk	Valuable

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