



FAMILY

FRIENDS

HEALTH & FITNESS

INCOME

INDEPENDENCE

INFLUENCE & POWER

FRIENDS & FAMILY

MAKING USE
OF TALENTS

PERSONAL GROWTH

POSITIVE IMPACT ON
SOCIETY

PRESTIGE & STATUS

PROFESSIONAL
GROWTH

SECURITY

SPIRITUALITY
& FAITH

SPOUSE / PARTNER

STIMULATING /
REWARDING WORK

TIME FOR FUN

TIME FOR
RELAXATION

WEALTH / SAVINGS

WHERE YOU LIVE

HAVING A PURPOSE

LIVING IN THE
MOMENT

HAVING DEEP
FEELINGS

STRIVING FOR
PERFECTION

TAKING RISKS

BEING TREATED FAIRLY

BEING APPRECIATED



ADVENTURE

ETHICS

LOYALTY

AUTONOMY

EXCELLENCE

PHILANTHROPY

CHANGE

FAIRNESS

PLAY

CHALLENGES

FAME

PRIVACY

COMMUNITY

FREEDOM

RECOGNITION

CREATIVITY

HONESTY

RELATIONSHIPS

DIVERSITY

HELPING OTHERS

RELIGION

ENVIRONMENT

INTEGRITY

SAFETY

EDUCATION

LEADERSHIP

STABILITY