

Explanation Core Values

A	
Accuracy	The degree to which one arranges or handles things to perfection.
Adventure	Experience something exciting or unexpected.
Ambition	Aiming for a career and achieving success.
Assertiveness	Dare to stand up for yourself, and express your thoughts and feelings.
B	
Balance	State of tranquillity and harmony, equilibrium.
Being famous	Being known and being admired.
C	
Caution	Make sure no accidents happen. Prevent damage.
Challenge	Something that stimulates you to get going. Something that inspires you, because it is difficult.
Clarity	Leave no room for misunderstandings, be understandable and clear.
Collaboration	Contributing to a joint result, also when the collaboration is about something that is not of direct personal interest. Act as a team.

Connection	The energy between people when they feel seen, heard and valued. Being able to give and receive without judgment and experience support, and strength through the relationship. Belonging to something bigger than yourself.
Convenience	Anything that makes life easier or more enjoyable.
Compassion	Feeling involved in pain and suffering, with the wish to overcome this pain and suffering in yourself and others, and to take responsibility for it.
Contributing	Contributing to something, e.g. a social cause, helping, supporting.
Control	Supervising the correct functioning of something, compliance with regulations, the presence or absence of a fault. Control is also about the degree of command.
Courage	The willingness to confront physical pain, setbacks, a threat to life, uncertainty, endure fear and intimidation.
Creativity	A flexible attitude, that enables you to break away from old ways of thinking, change habits, or see everyday things in a new light.
Curiosity	A natural inquiring, exploring, and learning attitude.

D	
Development	Changing activities, habits or behaviour; usually in the sense of improvement or extension.
Dexterity	A smart and skilful way of doing something, craftsmanship, agility, ingenuity.

Discipline	Doing what is expected of you, following the rules, get yourself going.
E	
Empathy	Ability to imagine and feel how it is to be someone else, or to be in another situation.
Enthusiasm	Getting fired up about something with heart and soul, enthusiasm. Really wanting to do something and enjoying it.
Entrepreneurship	Not waiting for orders from others, but taking the initiative yourself to raise matters or set things in motion. Keep your ears and eyes open for new opportunities, and then take the initiative.
Expertise	Have knowledge of matters, and have experience and skill necessary to perform a task or function.

F	
Flexibility	Easily adapt to a changing environment, working methods, working hours, duties, responsibilities, and behaviour of others.
Freedom	You can decide for yourself what you want to do and how you want to do it, without the influence of others. The possibility to choose and live your own life.
H	
Happiness	Being content with the current quality of life. This may include various positive emotions such as joy, peacefulness, relaxation and cheerfulness.
Health	A state of general well-being in which there is no mental or physical injury or illness.

Honesty	You do not lie, cheat or steal. You always tell the truth, even if it means disappointing someone. Say what you do and do what you say.
Humour	The ability to sense, appreciate or express something that is perceived as funny, amusing or witty.
I	
Imagination	The art of making things up, the ability to imagine, fantasy.
Independence	Taking actions based more on one's own convictions than on the desire to please others. Steering one's own course.
Innovation	Applying something that has already proven it's worth elsewhere. New idea, product, service, process, or a combination of that.
Inspiration	Getting the urge to do or create something, getting ideas. Something that makes you excited or happy. Feeling an inner power that makes you blossom, and stimulates your learning ability.
Involvement	Feeling and showing a connection with something or someone.
J	
Justice	Personal perception of what is right and fair.
L	
Leadership	Being able to inspire and encourage yourself or others to achieve an goal.
M	
Modesty	Do not force yourself into the limelight, and make the things you can do seem less significant than they are.

O	
Optimism	An attitude of looking on the bright side.
Orderliness	With a certain regularity, neat, tidy, quiet and without extravagance.

p	
Passion	A great desire for something to which you devote a lot of time and energy, which also involves frustration and setbacks. You overcome setbacks and suffering to reach your goal.
Patience	The ability to wait things out calmly.
Perseverance	Making choices and not letting setbacks stop you from implementing them.
Enjoyment	Pleasant feeling of happiness and cheerfulness.
Purposefulness	Staying focused on achieving the goal despite problems, setbacks, opposition or distractions.

Q	
Quality	The degree to which something is good, or meets certain standards. Delivering what is expected or demanded.

R	
Respect	The act of showing reverence, by expressing a feeling of esteem or appreciation.
Responsibility	Feeling the obligation to ensure that something goes well.

S	
Safety	The presence of regularity and stability. A sense of security and acceptance, and the absence of danger.
Security	Risk-free, constancy, unchanging.
Self-confidence	Confidence in what you can do. Sense of self-worth. Considering oneself acceptable.
Spontaneity	Saying and doing whatever comes to mind. Casual impulse or expression of feeling, acting unexpectedly.
Sportsmanship	Having a certain bond and love for (a) sport, and competing with others in a professional manner. Accepting defeat in a good way.
Sustainability	Treating the earth in such a way, that it can continue to provide for our children and future generations. Ensuring that the earth remains liveable.
T	
Taking initiative	Motivating yourself to take action without prompting from anyone else, rather than waiting. Identifying opportunities and problems, making suggestions and proposing solutions.
Tolerance	The willingness to accept many things about others.
Trustworthiness	Keeping a promise or honouring a commitment.
W	
Wealth	Having sufficient money and resources, experience prosperity and have enough time to develop yourself, in order to meet your inner needs.