

The Twelve Core Action Values and the Cornerstones that Put Action into those Values

Laying a Solid Foundation

The first 6 Core Action Values help you develop inner strength of character.

1. Authenticity

Self Awareness
Self Mastery
Self Belief
Self Truth

2. Integrity

Honesty
Reliability
Humility
Stewardship

3. Awareness

Mindfulness
Objectivity
Empathy
Reflection

4. Courage

Confrontation
Transformation
Action
Connection

5. Perseverance

Preparation
Perspective
Toughness
Learning

6. Faith

Gratitude
Forgiveness
Love
Spirituality

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Taking Effective Action

The second 6 Core Action Values catalyze action and inspire contribution.

7. Purpose

Aspiration
Intentionality
Selflessness
Balance

8. Vision

Attention
Imagination
Articulation
Belief

9. Focus

Target
Concentration
Speed
Momentum

10. Enthusiasm

Attitude
Energy
Curiosity
Humor

11. Service

Helpfulness
Charity
Compassion
Renewal

12. Leadership

Expectations
Example
Encouragement
Celebration