

Strength	Recognised Strength	Key Strength
accountable		
accurate		
achiever		
adaptable		
adventurous		
analytical		
approachable		
articulate		
assertive		
authentic		
authoritative		
bold		
brave		
calm		
capable		
caring		
cautious		
challenging		
change agent		
charismatic		
cheerful		
clear		
client-centred		
collaborative		
committed		
compassionate		
compliant		
composed		
concise		
confident		
conscientious		
considerate		
constructive		
cool headed		
courageous		
creative		
credible		
curious		
daring		
decisive		
dependable		
detailed		
determined		
developer		
diligent		
discrete		
driven		
dutiful		
dynamic		

effective		
efficient		
eloquent		
emotionally-intelligent		
empathic		
empowering		
encouraging		
energetic		
engaged		
enterprising		
enthusiastic		
even-tempered		
experimenting		
expert		
expressive		
fair		
farsighted		
flexible		
focussed		
friendly		
fun		
galvanising		
genuine		
good communicator		
good improviser		
good leader		
good-listener		
good-sense-of-humour		
helpful		
high-integrity		
honest		
hospitable		
imaginative		
impartial		
improver		
incisive		
inclusive		
independent		
influencer		
ingenious		
initiative taker		
innovative		
inquisitive		
insightful		
inspirational		
intelligent		
intuitive		
inventive		
knowledgeable		
lateral thinker		

learner		
levelheaded		
lighthearted		
logical		
loyal		
meticulous		
motivated		
motivating		
non-judgemental		
nurturing		
obedient		
objective		
observant		
optimistic		
orderly		
organised		
original		
patient		
perceptive		
persevering		
persuasive		
philosophical		
pioneering		
planner		
playful		
politically astute		
politically aware		
positive		
practical		
pragmatic		
precise		
prepared		
principled		
proactive		
probing		
problem solver		
professional		
provides strong sense of direction		
prudent		
quick thinker		
rational		
realistic		
reliable		
resourceful		
resilient		
respectful		
responsible		
responsive		
risk taker		
sceptical		

scientific		
scrutinising		
self assured		
self-aware		
self-controlled		
self-reliant		
self-sufficient		
sincere		
skilful		
spiritual		
spontaneous		
stimulating		
strategic minded		
strong presence		
strong sense of purpose		
structured		
succinct		
supportive		
systematic		
team-player		
tenacious		
thorough		
thoughtful		
tolerant		
trustworthy		
truthful		
understanding		
unique		
unselfish		
versatile		
visionary		
warm		
wise		
witty		

Value	Desired Value	Key Value
Accountability		
Achievement		
Altruism		
Ambition		
Appearance		
Appreciation		
Assertiveness		
Authenticity		
Autonomy		
Balance		
Beauty		
Being the best		
Belonging		
Boldness		
Calmness		
Caring		
Challenge		
Change		
Cheerfulness		
Citizenship		
Clarity		
Commitment		
Communication		
Community		
Compassion		
Competency		
Competitiveness		
Connection		
Consistency		
Contentment		
Continuous Improvement		
Contribution		
Control		
Cooperation		
Courage		
Courtesy		
Creativity		
Curiosity		
Decisiveness		
Democracy		
Dependability		
Determination		
Diligence		
Discipline		
Discretion		
Diversity		
Dynamism		
Economy		
Effectiveness		

Efficiency		
Elegance		
Empathy		
Encouragement		
Endurance		
Energy		
Enjoyment		
Enthusiasm		
Entrepreneurial		
Equality		
Excellence		
Excitement		
Expertise		
Exploration		
Expressiveness		
Fairness		
Faith		
Fame		
Family		
Fidelity		
Fitness		
Focus		
Forgiveness		
Freedom		
Friendship		
Fun		
Generosity		
Giving People a Chance		
Goodness		
Grace		
Gratitude		
Growth		
Happiness		
Hard Work		
Harmony		
Health		
Helping Society		
Home		
Honesty		
Honour		
Humanity		
Humility		
Humour		
Independence		
Influence		
Ingenuity		
Inner Harmony		
Innovation		
Inquisitiveness		
Insightfulness		

Integrity		
Intellectual Status		
Intelligence		
Intuition		
Invention		
Involvement		
Joy		
Justice		
Kindness		
Knowledge		
Leadership		
Love		
Love of Career		
Loyalty		
Making a difference		
Mastery		
Meaningful Work		
Merit		
Obedience		
Openness		
Optimism		
Order		
Originality		
Patience		
Patriotism		
Peace		
Perfection		
Personal Development		
Piety		
Pleasure		
Poise		
Popularity		
Positivity		
Power		
Practicality		
Preparedness		
Pride in Work		
Professionalism		
Prosperity		
Prudence		
Quality		
Reciprocity		
Recognition		
Reliability		
Religion		
Reputation		
Resourcefulness		
Respect		
Responsibility		
Restraint		

Results-oriented		
Rigour		
Security		
Self-control		
Self-reliance		
Self-respect		
Selflessness		
Sensitivity		
Serenity		
Service		
Shrewdness		
Simplicity		
Speed		
Spirituality		
Spontaneity		
Stability		
Strategic		
Status		
Strength		
Structure		
Success		
Support		
Teamwork		
Temperance		
Thankfulness		
This Too Shall Pass Attitude		
Thoroughness		
Timeliness		
Tolerance		
Traditionalism		
Trustworthiness		
Truth-seeking		
Understanding		
Uniqueness		
Unity		
Usefulness		
Vision		
Vitality		
Wealth		
Wellness		
Willingness		
Wisdom		

Need	Recognised Need	Key Need
acceptance		
achievement		
affection		
appreciation		
authenticity		
autonomy		
awareness		
beauty		
belonging		
celebration of life		
challenge		
choice		
clarity		
closeness		
collaboration		
communication		
community		
companionship		
compassion		
competence		
consideration		
consistency		
contributing		
creative expression		
creative stimulation		
discovery		
equality		
exercise		
external validation		
freedom		
growth		
harmony		
honesty		
hope		
humour		
inclusion		
independence		
inspiration		
integrity		
intimacy		
joy		
laughter		
learning		
love		
meaning		
music		
nurturing		
order		
participation		

peace		
purpose		
respect		
rest		
safety		
security		
self-expression		
sexual expression		
shelter		
significance		
sleep		
space		
spontaneity		
stability		
stimulation		
structure		
support		
to be known		
to be seen		
to be understood		
to matter		
touch		
trust		
understanding		
warmth		

