

Definitive ViDA-Compliant Value Words

Governing standard

The controlling standard in this report is the formal 2025 ViDA rulebook and its follow-up clarifications by Adam Kreek ¹, not the earlier seed page alone. That seed page is useful, but it explicitly says the list is “not complete, not organized and not codified.” The later rulebook is the more authoritative filter: values are present states and traits that guide behavior and decisions; value words should be nouns naming stable qualities; they should pass the “That person is so full of ...” test; and they should not be present participles, principles, or terminal end-states. ²

The same ViDA corpus also narrows the field in useful ways. It draws a sharp line between values and principles, and it separately distinguishes values from needs, beliefs, purpose, mission, and terminal goals. In that stricter framing, words such as *community*, *health*, and *family* are better treated as desired end-states or domains, while the underlying value words are closer to *connection*, *trust*, *respect*, *discipline*, *vitality*, or *balance*. ViDA also explicitly acknowledges that values are not all saintly or purely altruistic: self-interested and even “shadow” values such as hedonism, power, and achievement can still be real values, provided they are named honestly and used consciously. ³

Definitive graphical rubric

I used the following strict filter. It is intentionally stricter than many public “values lists,” because the later ViDA framework is stricter than the early seed list. ⁴

```
Start with a candidate word
|
v
Is it a singular noun?
|
no -> reject or convert
    caring -> compassion
    curious -> curiosity
    honest -> honesty
|
yes
|
v
Does it name a present state, trait, or quality
that can be embodied now?
|
no -> likely a goal, need, role, or outcome
    family, health, popularity, legacy
```

```

|
yes
|
v
Does "That person is so full of ____" sound natural?
|
no -> the word is probably weak, clunky,
    too concrete, or too process-based
    results-oriented, being the best, learning
|
yes
|
v
Is it a principle, slogan, or command?
|
yes -> translate to the underlying value
    "always tell the truth" -> honesty / integrity
|
no
|
v
Is it mainly a terminal destination, material condition,
or external validation?
|
yes -> translate to the underlying value-state
    security -> stability / trust / confidence
    wealth -> abundance
    victory -> excellence / achievement
|
no
|
v
Does it still feel emotionally meaningful and decision-guiding?
|
no -> refine with a different noun
|
yes
|
v
KEEP as a ViDA-style value word

```

Two extra checks mattered repeatedly. First, representative dictionary checks support ViDA's noun preference: *compassion*, *curiosity*, and *integrity* are nouns, while *caring* and *curious* are adjective or participial forms. Second, many popular value lists use adjectives, slogans, or life-goal phrases; those often need translation into noun-quality forms before they become ViDA-compliant. ⁵

How the list was built

To widen the candidate pool, I did not rely on ViDA alone. I cross-checked the ViDA materials against the Schwartz framework, Rokeach's instrumental-versus-terminal split, and broader public candidate lists from University of British Columbia ⁶, Carnegie Mellon University ⁷, University of New Mexico ⁸, public facilitation materials from Brene Brown ⁹, and representative part-of-speech checks in Merriam-Webster ¹⁰. Schwartz is especially useful for breadth because it covers ten broad motivational value domains and a later refined theory of 19 more specific values, while Rokeach is useful for reminding us to separate instrumental modes of conduct from terminal end-states. ¹¹

The key synthesis move was lexical conversion. Rokeach's instrumental values often appear as adjectives such as *honest, loyal, forgiving, or independent*; under ViDA, these usually become *honesty, loyalty, forgiveness, and independence*. Schwartz broadens the universe of candidate values, but some of his survey items are clearly end-state or domain expressions—such as *family security, national security, or a world at peace*—so in a strict ViDA list they must either be excluded or translated into underlying present-state nouns. Likewise, university and facilitation worksheets are excellent for harvesting candidates, but they routinely mix clean values with phrases like *being the best, results-oriented, caring, health, or making a difference*, all of which need correction under the ViDA rulebook. ¹²

Alphabetized master list

What follows is my strict ViDA-style synthesis: broad enough to preserve Schwartz-like range and ViDA's allowance for self-interest and shadow values, but filtered so each entry is intended to function as a present-state noun-quality rather than a slogan, need, or future destination. I kept hyphenated noun forms when they still function as stable noun qualities, and I excluded most multiword end-states, commands, and role labels. ¹³

A–C: Abundance, Acceptance, Accountability, Accuracy, Achievement, Adaptability, Agency, Alertness, Altruism, Ambition, Appreciation, Assertiveness, Attentiveness, Authenticity, Autonomy, Awareness, Balance, Beauty, Benevolence, Boldness, Bravery, Brilliance, Calm, Candor, Care, Carefulness, Charity, Cheerfulness, Clarity, Cleanliness, Commitment, Compassion, Competence, Composure, Confidence, Consistency, Contentment, Conviction, Courage, Courtesy, Creativity, Curiosity. ¹⁴

D–H: Daring, Decency, Decisiveness, Dedication, Dependability, Determination, Devotion, Dignity, Diligence, Discipline, Discernment, Discretion, Earnestness, Effectiveness, Efficiency, Elegance, Empathy, Endurance, Energy, Enjoyment, Enthusiasm, Equanimity, Equity, Excellence, Expressiveness, Fairness, Fidelity, Flexibility, Focus, Forgiveness, Fortitude, Freedom, Friendliness, Fun, Generosity, Gentleness, Goodness, Grace, Gratitude, Happiness, Harmony, Hedonism, Honesty, Honor, Hope, Hospitality, Humility, Humor, Humanity. ¹⁵

I–N: Imagination, Independence, Ingenuity, Initiative, Innovation, Insight, Integrity, Intellect, Intelligence, Intuition, Joy, Justice, Kindness, Knowledge, Love, Loyalty, Magnanimity, Mercy, Mindfulness, Moderation, Nobility. ¹⁶

O–T: Open-mindedness, Optimism, Originality, Patience, Peace, Perseverance, Playfulness, Poise, Power, Practicality, Presence, Professionalism, Prudence, Rationality, Realism, Reliability, Resilience,

Resourcefulness, Respect, Responsibility, Restraint, Reverence, Self-control, Self-discipline, Self-reliance, Self-respect, Sensitivity, Serenity, Simplicity, Sincerity, Stability, Strength, Temperance, Tenacity, Tenderness, Thoughtfulness, Thoroughness, Tolerance, Transparency, Trust, Truth. ¹⁷

U-Z: Understanding, Valor, Vigilance, Vision, Vitality, Vulnerability, Warmth, Wholeheartedness, Wisdom, Wonder, Zeal. ¹⁸

Edge cases and conversion rules

Some widely used “value words” are not actually good final value words under a strict ViDA filter. The most reliable move is to translate them one layer deeper, from action or destination into underlying state/quality. The following table blends ViDA’s own examples with a few careful inferences from the same rules. ¹⁹

Input term	Why it fails or weakens under strict ViDA use	Better ViDA-style translation
caring	present participle or adjective, not the grounded noun-form	care, compassion, empathy
curious	adjective	curiosity
learning	process word	curiosity, knowledge
giving	action word	generosity, charity
feelings	emotional state label, not a stable value word	sensitivity, empathy
accomplishment	result noun that sounds clunky in the “full of ...” test	achievement
victory	outcome-focused	excellence, achievement
results-oriented	adjective phrase or slogan	efficiency, effectiveness, excellence
being the best	slogan and outcome frame	excellence
health	terminal state or need	vitality, balance, discipline
security	need or end-state	stability, trust, confidence
family	domain or terminal end-state	love, loyalty, care
community	social end-state	connection, respect, trust
fame / popularity	external validation	influence, excellence, presence
wealth	material possession or outcome	abundance
risk-taking	action phrase	courage, boldness
teamwork	collective process word; usually weaker than the deeper trait-state	trust, respect, reliability, generosity

Input term	Why it fails or weakens under strict ViDA use	Better ViDA-style translation
service	often functions as a principle or behavior label	care, generosity, responsibility

The important nuance is that some of these rejected words can still be useful in culture-building language. They simply work better as missions, principles, team behaviors, slogans, or desired outcomes than as the deepest underlying value nouns. That is why the strict ViDA move is almost always translational: not *caring* but *compassion*; not *learning* but *curiosity*; not *security* but *stability* or *trust*; not *community* but the traits that make community possible. ²⁰

Closing synthesis

The shortest way to state the research conclusion is this: a ViDA-compliant value word is usually a singular noun that names a present state or trait you can embody now, that sounds natural in the sentence “That person is so full of __,” and that is not secretly a command, a process, a material condition, or a future destination. Applying that filter produces a narrower but much cleaner lexicon—one that is better suited to real-time decision-making, motivation, and alignment than the larger but looser values lists commonly found on the web. ViDA’s own later guidance also leaves room for breadth: prosocial values, self-interest values, and shadow-adjacent values can all belong in the lexicon, so long as they are named honestly as present value states rather than disguised as slogans or goals. ²¹

¹ ² ⁴ ⁶ ¹⁰ ¹⁴ ¹⁵ ¹⁶ ¹⁷ ¹⁸ Incomplete List of Value Words - ViDA Executive Business Coaching, Strategy and Keynotes

<https://www.valuesdrivenachievement.com/blog/incomplete-list-of-value-words>

³ ⁸ ⁹ ¹³ ¹⁹ ²⁰ ²¹ Values Rulebook: A Comprehensive Guide to Living in Alignment with Your Core Values - ViDA Executive Business Coaching, Strategy and Keynotes

<https://www.valuesdrivenachievement.com/blog/values-guide>

⁵ <https://www.merriam-webster.com/dictionary/compassion>

<https://www.merriam-webster.com/dictionary/compassion>

⁷ ¹² Microsoft Word - Annex_4_3_values_lists.docx

https://mio-ecsde.org/protarea/Annex_4_3_values_lists.pdf

¹¹ "An Overview of the Schwartz Theory of Basic Values" by Shalom H. Schwartz

<https://scholarworks.gvsu.edu/orpc/vol2/iss1/11/>