

Value	Definition
Access	Availability 24/7/365 to the info, people places and things you need to live life on your own terms. Level of access is a marker of status.
Adventure	The lure of the unknown, juiced by thrill factor, motivates us to explore new destinations.
Affluence	More than money, affluence is bucks plus attitude. It affords comfort, status, lots of stuff and a sense of security about the future
Ambition	The desire, energy, discipline and unstoppable drive to get you where you want to go. Highly admired in our goal oriented society.
Aspiration	Reaching Higher, working smarter and learning whatever it takes to get the life you want
Attitude	This is who I am - take it or leave it. In-your-face expressions come through body language , words, deeds, image and lifestyle choices
Authenticity	The quality that says this is the real deal, true to it's origins, unadulterated and uncompromising
Balance	Desire for all areas of life to be in tune - home, work, community, personal. Out of whack is out of style.
Beauty	Whatever takes your breath away. An appreciation for and pursuit of all that beauty (classic or otherwise) has to offer
Belief	This is true, whether I can explain it or not. Expressed in religious and humanistic terms, belief in purpose and power beyond human limitations offers strength and solace.
Belonging	Desire to feel connected with people who share our interests and orientation - family, clubs, communities, ideals, causes.
Challenge	Testing your mettle with that above and beyond effort may just be what gets you up in the morning.
Change	The flux of life that keeps us moving and evolving. Balancing change with core stability is a major 21st-century challenge.
Choice	This one or that one? Having options is a form of power.
Collaboration	Two-or more- heads are better than one. A growing model in business, government and community life.
Comfort	Who said life had to hurt? Consolations, relaxation and simple wellbeing as a necessity of life.
Commitment	Pledging your never-give-up energy and loyalty to something outside yourself- a business, personal relationship organization or cause.
Community	As a building block of action and expression of shared concerns, community gives people a way to bond around traditions, locations or pursuits held in common
Compassion	Feeling for others and wanting to reach out to comfort and help
Competition	The will to win fires up players on the field and in the boardroom, as well as watchers on the sidelines.
Confidence	You can do it. Self-assured attitude and strong belief in your ability to succeed gets you through good times and bad.
Connectivity	How many ways are you plugged in? In the era of knowledge, connections like modems or a cell phone are necessary
Conscience	Ethics, fairness and responsibility tug as you to do the right thing. The world will be a better place and you might just become a better person, too.
Control	Taking charge in the ways you can - health, relationships, job, finances and more.
Convenience	Oh so easy! The aspect of any product or service that does more so we can do less.

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Convergence	Technology, products and services coming together in one unit to solve more than one problem
Cool	You know it when you see it and everybody wants to be it. Its countless expressions look different depending on the era, city and subculture
Courage	Bravery, Stamina? Those two words are only the beginning when it comes to saying what it really takes to face fears and challenges.
Creativity	Expression a la moi. The nonlinear, surprising activities that extend a sense of your unique self. No one does it like you do.
Curiosity	What is it that piques our interest? Curiosity is the desire to know, touch, taste, climb, reach and discover
Deliciousness	Teasing palates with new flavors, textures, and taste experiences makes mouths joyful
Design	An appreciation of objects and environments constructed according to an aesthetic ideal. Form follows function - or is the other way around?
Discovery	Pursuit of a deep interest in the unknown. The fun is in the hunt - across the country or around the corner - for new ideas, sites, tastes, sounds, experiences, you name it.
Diversity	Openness to unfamiliar ideas, cultures, things - an essential attitude for success in the global village
Do-it-yourself	DIYers roll up their sleeves to refashion their world, an urge that's part self-reliance, part self-expression
Empowerment	From powerless to powerful - empowering services, products, and ideas give you the right stuff to get what you want.
Energy	Hyped up or humming steady, the inner core that gets you out of bed and powers you through.
Enjoyment	Two parts bliss, one part fun, enjoyment is that perfect high from a deeply connected feeling or experience.
Entitlement	Do you deserve it? No question about it - of course you do!
Environmentalism	Preserving and conserving irreplaceable plants, animals, places, energy sources and other resources vital to the wellbeing of earth's eco systems.
Equality	Whether equal opportunity or equal access, a level playing field gets more people in the game.
Escape	Take me away! Whether innocent or edgy, relaxing or rowdy, escape puts reality on hold and let's new experiences loose.
Excellence	Expecting the best from yourself and/or your purchase. Superior performance plus quality materials equals excellence.
Exclusivity	The smaller the club, the higher the gates, the bigger the status
Experience	What have you done lately? Bragging rights go to active, curious seekers whose scrapbooks are cooler than the stuff in their closets
Experimentation	Go ahead - give it a try. From trying on new identities to risk taking in personal and professional life, experimentation keeps your edge sharp.
Expertise	The deepest knowledge and savviest understanding win the badge of expertise
Family	Immediate, extended, multi generational, traditional, alternative - family is the unit bound together by love and commitment
Fantasy	Fired-up imagination can take us into alter-ego identities as well as different times, spaces and places.
Fear	We all know that feeling - that deep anxiety and worry that something bad is right around the corner.

Value	Definition
Fitness	Keeping the Heart Pumping, muscles strong and body primed and ready of the challenges of life
Flexibility	The ability to bend adapt or change course quickly. Flexibility is the key to staying vital through the ups and downs, highs and lows
Freedom	This American trademark is the basis of our desire for maximum choice and self-determination. The boundaries of our freedoms - real or preserves - shape our identities
Freshness	Flavors, textures and experiences that get you to close to the source of pure, natural goodness
Friendship	Like minded hearts and minds connect in affection and respect for social and personal reasons
Fulfillment	The satisfaction of realizing dreams for family, community and world.
Fun	We all just want to have some. Subtle, ironic, gritty, or brazen, fun objects and experiences deliver a here-and-now rush that puts worry on the back burner and a goofy smile up front.
Generosity	Opening your wallet, giving your time... generosity puts action behind empathy for others
Growth	The desire to stretch yourself. The process may be itchy and uncomfortable but is always worth it.
Happiness	We find that special mix of wellbeing, joy and contentment in myriad ways. Our search for it never stops.
Health	Physical and mental wellbeing, often understood as being free of medial conditions.
Heritage	The enduring roots from previous generations that help us build connections from past to future
Honesty	Tell the truth. Authentic, plainspoken, nothing to hide expressions cut through channels overflowing with lies, dissimulation and ambiguity
Hope	Wishes, desires, a better tomorrow - all within reach from the optimistic viewpoint of hope.
Identity	The sum of your style, attitude, image, personal history, life aim, likes and dislikes. Everything you do, say, feel and think defines your identity
Image	The outer face you project to the world through the choice of clothes, accessories, body art, car, cell phone, etc. What does it say about you?
Independence	The ability, confidence, and conviction to stand on your own - a sign of self-reliance
Individuality	What makes you stand out from the crowd? This intense undercurrent in American culture is often combined with an equally strong urge to be part of the pack.
Indulgence	Go ahead - you deserve it. Everyday (double mocha latte) or once in a lifetime (orient express) indulgent products and experiences promise a taste of unparalleled bliss.
Innovation	New ideas, new technologies, new paradigms. Tools that solve old problems in new ways - and the people who create them - are highly prized
Integrity	I say what I mean, mean what I say, and act accordingly. Resolve, strength and courage to do what you know is right, in every area of life.
Leadership	The ability to see beyond the moment to a bigger, better future and take other s from here to there. Equal parts communication, strategy and motivation.
Leading Edge	The uncharted forefront of thinking, invention, strategy, and creativity is where the forward thinking rule breaking breed live.
Learning	The lifelong pursuit of knowledge through education and experience is key to staying connected with the times, the world and yourself.
Legacy	The desire to leave behind a lasting reminder that will outlast our earthly departure.

Value	Definition
Love	Pure, powerful and complex, the zing of love can drive you to distraction while it's deeper hum expands your desire to connect, share and create.
Loyalty	What do you stand behind? Being loyal to a person, place or thing means you don't blink when your support is needed
Luxury	The ultimate experience, product, service moment - when it reaches it's peak, luxury has arrived.
Moxie	Dare to be me confidence based in savvy awareness and in your face energy to get done what needs doing.
Nature	Get close to the great outdoors in active pursuits or quiet contemplation.
Naughtiness	O, Behave! Naughtiness is fun with a mischievous, knowing edge.
Nonconformity	Individuality is one thing, but nonconformity is a clear statement sometimes in your face, that says, I'm not anything like you.
Nostalgia	Longing for the mood and trappings of an earlier time - which most likely never happened the way we imagine.
Novelty	Change it up, break the routine. That fun rush can come from the new or simply unexpected.
Passion	The fire in your belly. Fueled by mental, sensual and spiritual forces, it compels you to go for it in the most meaningful areas of your life
Patriotism	The unabashed expression of national pride. It motivates sacrifice, commitment and activism.
Performance	Torqued power and ingenuity that pushes the limits and redefines the possibilities.
Personalization	The desire for products, services and experiences stamped with the mark of individual identity.
Philanthropy	A desire, backed by a planned commitment, to give time, money or resources. Motivated by the idea that with success comes an obligation to give back.
Playfulness	Creative fun is the route to new ideas, learning and growth in all areas
Populism	Power to the people! Move the experts aside and listen to the grassroots voices of those who vote with their feet and wallets every day of the year.
Power	The ability to persuade, direct or control - an often intensely satisfying experience. Ideas, products, services, and experiences that empower are highly prized.
Practicality	Forget theory. Practicality gets down to the reality of how things actually work and get down.
Prestige	Are you a cut above? The feeling that you have what it takes to win others admiration and approval
Prevention	Doing what it takes to stay safe, secure, healthy and happy
Pride	A delightful and confidence in those people, places, things and events that reflect achievement in your own eyes.
Privacy	Overexposed! Time to keep your presence and sensitive issues and information out of public view.
Purity	Totally clean and free of physical, spiritual or mental pollutants.
Quality	A distinctive level of service, craftsmanship, material or design that sets an object or experience way above the ordinary.
Realty	Get a grip! The raw, uncut version of experience. Yeah, it can bite.

Value	Definition
Relationship	The craving for connection - with family, friends, people and pets.
Relaxation	Kick Back! Whatever it takes to de-stress physically and emotionally
Responsibility	The buck stops here. Being accountable and answerable for your actions or the actions of others
Reward	Hard work and unique contributions deserve recognition. Rewards signal respect, a curtail human currency.
Romance	The intoxicating state of whimsy, love, sensuality and adventure.
Safety	Where security can feel global, safety's about the here and now, preventing harm to the near and dear.
Savvy	With your experience and uncanny intuition, you can always find the pulse of the real scene underneath they hype.
Security	The assurance that whatever fears and dangers threaten, they can be overcome.
Self-Actualization	Desire to maximize personal potential. Realizing dreams as a priority.
Self-Esteem	Sense of your worth as a human being, balanced with self-respect and healthy regard for others.
Self Expression	Say it, sing it do it - the ability to express the way you see the world empowers you and defines your identity
Self Sufficiency	Sisters and brothers doing it for themselves. Relying on yourself can build confidence and satisfaction.
Sensuality	Sensory awakenings that reach out to our experience of taste, touch, sight, sound and smell
Serenity	Utter calm, unruffled repose, quietude. Sounds good, Hmmm?
Sexuality	Ohhh Baby! Being attuned to amorous needs, wants and desires - your own and well, who else?
Sharing	Something's are better experienced together. Letting others in on the moment boosts the satisfaction of it all.
Simplicity	Easy, no hype, less complex. As an antidote to stress, a return to a less complicated lifestyle.
Solidarity	United we stand, connected by what we want to accomplish, believe or hold dear.
Speed	Fast out of the gate, the wind in your face. A desire for the rush of accelerated energy and power.
Spirituality	The pursuit of and interest in a heightened sense of meaning and purpose, from personal to universal, mainstream to fringe
Spontaneity	Seize the moment. Forget planning and counting costs. What do you want to do right now?
Stability	Firm, secure, unwavering - the quality of stability is a steady foundation in a world of change.
Status	Rank or position in a community, peer group or family as determined by our actions, history, or possessions.
Style	An understanding of design coupled with intuition about what is original, distinct and hip for the time and place. The result: distinctive looks and attitudes.
Subversion	The desire to operate outside the norm and beyond the bounds of the status quo.



Value	Definition
Success	What a feeling to make the mark or achieve the goal. What a feeling to say, I did it.
Sustainability	Based in environmentalism and ethics - the notion that personal and business decisions should maintain Earth and its resources.
Tenacity	Grabbing that goal and holding on until you make it your reality.
Thrift	A frugal approach to money, time and resources. A concern for conserving, not squandering, what you might need later.
Thrill	Pushing your experiential envelope in pursuit of that peak, heart stopping adrenaline rush.
Time	24/7/365 still not enough? The push to make every nanosecond count
Tradition	Whether centuries old or invented anew, traditions connect us to cultural and familial realities beyond our own time and place.
Trust	Can you rely on it to be there when you need it? Trust is the key to secure relationships with other people, companies, products, places, you name it.
Understanding	Being able to appreciate and respect other's opinions or backgrounds, no matter how different they may seem.
Vanity	Fascination with possessions and actions that reflect being in love with me, me, me
Vitality	The stage of being full to the brim with vigor, energy, and love for life.
Wellness	The quest for the perfect state of full health well being and balance. Beyond mere physical health, wellness is a key to full-spectrum happiness.
Whimsy	Lighthearted joy; curiosity about and quest for the offbeat, less serious side of life.
Wisdom	Knowledge tempered by experience reflecting a depth of good judgment and a degree of enlightenment.
Youth	Said to be wasted on the young - the age, attitude, freshness, naiveté and wisdom of the years between childhood and maturity.

