

Endorphinomics Index of Positive Human Values

The Values that Enhance Individual and Communal Flourishing

Prioritize these values by rating each **Master Value** a 1, 2, or 3. 1 means “very important,” 2 means “somewhat important” and 3 means “not important” to you. Go fast and trust your gut. If a word in parentheses resonates with you, circle it.

1. Personal Operating System

Culturally Endorsed Values

- ___ **Work Ethic** (industriousness, productivity, staying busy, diligence)
- ___ **Self-Direction** (entrepreneurial self-starter, independent thought and action, need little supervision, master of own destiny)
- ___ **Competition** (winners and losers, no monopolies or cartels, free markets)
- ___ **Respect for Authority** (hierarchy, honor, social order, institutions, status)
- ___ **Conformity** (fit in, suppress impulses that might upset others or violate social norms, harmonious group functioning)
- ___ **Heroism** (self-sacrifice for the good of the group)
- ___ **Tradition** (respect for customs, values and beliefs of one’s culture or religion; support group solidarity and survival)
- ___ **Purity** (chastity; respect for taboos, customs and sacred objects and places; devoutness, piety)
- ___ **Prosperity** (abundance of money, wealth and resources)
- ___ **Power** (influence and control over money, people and resources)
- ___ **Status** (respect, social recognition, admiration)
- ___ **Image** (looking good, fashionable)

Personal Growth Values

- ___ **Positive Emotions** (autonomy, competence, connection, self-esteem, pleasure, security, etc.)
- ___ **Self-Actualization** (meaningful growth, positive change, integration of different aspects of self into a synergistic, holistic, authentic state of being, fulfilling your potential, adapting, flourishing)
- ___ **Personal Responsibility** (conscientiousness, accountability, reliability, do what you say you’ll do, punctual)
- ___ **Self-Expression** (individualism, non-conformity, being yourself, expressing your opinions and experiences)
- ___ **Self-Esteem** (self-respect, honor, confidence, dignity)
- ___ **Integrity** (authenticity, free from inner conflict and incongruities, will stand up for things that matter)

2. Personal Powers

- ___ **Engagement** (flow, immersion, absorption, effortlessness)
- ___ **Self-Control** (self-regulation, willpower, discipline over impulses and urges, deferred gratification)
- ___ **Zest** (vitality, enthusiasm, vigor, aliveness, energy)
- ___ **Health** (physical and mental well-being, absence of stress, pain and disease)
- ___ **Physical Fitness** (proper exercise and diet, lean, muscular, flexible and muscular, active lifestyle)
- ___ **Competence** (skills, mastery, specialized knowledge, abilities, talents, character strengths, self-sufficiency)
- ___ **Creativity** (imagination, originality, ingenuity, innovation, inspiration, concepts and ideas, art, music, writing)
- ___ **Learning** (acquiring new knowledge and developing skills, adding to and refining mental models, optimizing your personal operating system)
- ___ **Critical Thinking** (listen to all sides, able to change mind in light of evidence, thorough & logical decisions)
- ___ **Wisdom** (perspective, using insights to advise, coach, counsel and guide others)
- ___ **Accomplishment** (successes and achievements, making a positive contribution, completing meaningful goals and projects)
- ___ **Honesty** (truth, sincerity, open communication, moral courage)
- ___ **Perseverance** (persistence, industriousness, finish what you start, overcome challenges and obstacles)
- ___ **Valor** (bravery, physical and moral courage, will fight to protect values and stand for what’s right)
- ___ **Intelligence** (learn quickly, able to transform knowledge into action, good problem solver and flexible thinker)

3. Passions

- ___ **Curiosity** (interest, novelty seeking, exploration, openness to new experiences and ideas)
- ___ **Beauty** (balance, aesthetics, form, design, symmetry, awe, wonder, elevation)
- ___ **Excellence** (mastery, genius, brilliance, merit)
- ___ **Excitement** (stimulation, novelty, thrills, risk, variety, adventure)
- ___ **Pleasure** (sensory stimulation and gratification, intellectual stimulation, warmth, movement, luxury, aesthetics)
- ___ **Comfort** (material abundance, leisure, low stress and mostly positive experiences)

4. Purpose

- ___ **Meaning** (purpose, direction, belonging and committing to something more significant than yourself)
- ___ **Contribution** (making a positive difference, supporting the community or greater good, give more than you take)
- ___ **Gratitude** (appreciation, thankfulness, gratefulness)
- ___ **Spirituality** (inner harmony, connection with the divine, oneness, transcending ordinary consciousness, profound sense of purpose and meaning)
- ___ **Religiousness** (faith in a divine being; sacred text; doctrines and historical religious figures that provide purpose, comfort and meaning)

5. Positive People

- ___ **Connection** (empowering relationships, love, friendships, family, romance, intimacy, active in groups)
- ___ **Kindness** (generosity, empathy, benevolence, nurturance, compassion, niceness)
- ___ **Humor** (playfulness, smiles, the lighter side of life, jokes, funny stories and laughter)
- ___ **Social Intelligence** (emotional and intrapersonal talents, empathy and understanding others' states of mind)
- ___ **Helpfulness** (concern for others, support, cooperation, benevolence, win-win, altruism)
- ___ **Forgiveness** (mercy, second chances, accepting flaws and transgressions of others)
- ___ **Care** (, do not harm others, nonviolence, protecting human life and well-being, peace, charity, nurturance, altruism)
- ___ **Fairness** (reciprocity, equality in rights and opportunities for all, honest dealing, justice)
- ___ **Humility/Modesty** (not feeling superior to others, letting your accomplishments speak for themselves, treating everyone as equal to you)
- ___ **Loyalty** (to family, community, worthy groups and nation, self-sacrifice for group, patriotism)
- ___ **Leadership** (consensus building, inspiring others to act, positive role models)
- ___ **Teamwork** (citizenship, social responsibility, contribution to shared goals, social harmony and cohesion, synergy)

6. Positive Places

- ___ **Inspiration** (flash of insight, flow of ideas or artistic creation, motivated to create,)
- ___ **Connection with Nature** (sacred places; love of plants, animals, rocks, trees, clouds, stars, rain, waterfalls, sunsets and the outdoors)
- ___ **Democracy** (representative government; one-person, one-vote; rule of law; property rights; free markets)
- ___ **Freedom** (autonomy, sovereignty, freedom of speech, liberty, independence, self-rule, master of your life)
- ___ **National Security** (secure borders; civil order; economic stability; low organized crime and corruption; free from fear of conquest, civil war, invasion, rebellion, or annihilation)
- ___ **Personal Security** (physical safety, civil rights, property rights, low crime and violence, safe homes and communities)

7. Sustainability

- ___ **Optimism** (hope, faith, future-mindedness, believe you can create a better future)
- ___ **Prudence** (wisely cautious in planning for the future, thinking through the potential results of actions or thoughts, saving for a rainy day)
- ___ **Financial Sustainability** (money in the bank, predictable income, spend less than you take home, insurance, control personal finances and investments, preserve resources for future generations)
- ___ **Ecological Sustainability** (environmentalism, food security, clean air, water, and land; healthy and diverse ecosystem, conserve resources, leave the Earth a better place for future generation)