Value Card Color Categories

**Pink = Inner Development**

Inner development is the expansion of personal learning about internal states of being. These values reflect an interest in exploring ways of thinking about life and encompass personal reflection and curiosity about how one’s inside beliefs can affect outside experience. They are about looking inside for meaning and definition.

*Forgiveness* ⚫ *Spirituality* ⚫ *Faith* ⚫ *Inner Harmony* ⚫ *Personal Growth*

*Self-Respect* ⚫ *Open-Mindedness* ⚫ *Self-Knowledge*

**Purple = Relationships**

Relationships represent helping and working with others as the central theme. These values are defined by what they have done for and with others. They support contact, communication, and community. How they are seen by others is important.

*Belonging* ⚫ *Communication* ⚫ *Friendship* ⚫ *Family*

*Resolving Conflict* ⚫ *Collaboration* ⚫ *Teamwork* ⚫ *Helping*

**Yellow = Lifestyle**

Lifestyle represents the way people achieve personal well-being. They focus on individual choices about appearance, surroundings, and their environment. They support differences in preferences and focus on both personal and work environments.

*Health* ⚫ *Pleasure* ⚫ *Appearance* ⚫ *Community*

*Health/Life Balance* ⚫ *Play* ⚫ *Prosperity* ⚫ *Relaxation*

**Blue = Tradition**

Tradition represents the appreciation of knowing why and how people treat each other. There is value in honoring stability, connection to established ways, preference for continuity rather than change, and freedom from risk. These values support respect for the way things have been done and an admiration for certainty and predictability.

*Tradition* ⚫ *Stability* ⚫ *Respectfulness* ⚫ *Moderation*

*Loyalty* ⚫ *Conformity* ⚫ *Consistency* ⚫ *Security*

**Red = Self-Expression**

Self-expression represents a search for personal challenge, creativity, and self-development. Self-expression is about individual difference rather than achievement. These values support experiential learning, seeking, innovation, and creativity. These values support being involved in challenging and meaningful projects that require new experiences and development.

*Adventure* ⚫ *Courage* ⚫ *Creativity* ⚫ *Curiosity*

*Excitement* ⚫ *Learning* ⚫ *Personal Freedom* ⚫ *Challenge*

**Orange = Mastery**

Mastery represents achievement, individual pursuits where success is defined in terms of status, power, and position. They are values that support an individual’s desire to distinguish him or herself from others by achievement, status, or results. This value cluster focuses on achievement in the outside world, where others can see the outcome of their achievements. These values support winning in competitive situations or being in charge of what is happening.

*Competence* ⚫ *Achievement* ⚫ *Recognition* ⚫ *Power*

*Excellence* ⚫ *Ambition* ⚫ *Growth* ⚫ *Winning*

**Green = Intrinsic**

Intrinsic means socially connected values that are considered “good” in and of themselves and support the sustainability and future of human society. They are often central to people’s fundamental beliefs. Sometimes people consider these so basic and “baked in” that they do not choose many for their pyramid; instead, they choose more of the other colors which support how they put their intrinsic values into action.

*Integrity* ⚫ *Tolerance* ⚫ *Peace* ⚫ *Sustainability*

*Fairness* ⚫ *Beauty* ⚫ *Trust* ⚫ *Social Responsibility*