

CORE VALUES

AUTHENTICITY – Genuine; lack of falsehood or misrepresentation, honest communication without fear of judgment or reprisal from others.

APPRECIATION – Gratitude; the act of estimating the qualities of others and giving them their proper value, thankful recognition.

CURIOSITY – The desire to learn or know about anything; inquisitiveness.

CANDOR – The quality of being frank, open, and sincere in speech or expression; the ability to make judgments free from discrimination or dishonesty; openness of mind; purity to shine.

DETERMINATION – A fixed purpose or intention; the quality of being resolute, a firmness in purpose.

DISCIPLINE – An exercise or training that develops or improves a skill; behavior an order maintained by training and control.

EXCELLENCE – Possessing good qualities in high degree; and outstanding feature.

INNOVATION – The creation of something in the mind; introducing something new or different.

HUMILITY – A modest opinion or estimation of one's own importance or rank.

LOYALTY – Faithful; a sense of duty, responsibility, or attachment to something or someone; a feeling of devotion or obligation to a person or principles.

PURPOSEFUL – Full of meaning; adhering to a goal or mission without sidetracking or excuse driven; intention and determination to achieve a goal.

PASSION – Any powerful emotion or feeling; extravagant fondness or desire for anything.

RESILIENT – Ability to spring back and rebound; recovering from adversity, depression or illness with additional strength.

TENACITY – Persistent determination; adherence to a group or cause.

VENERATION – An attitude of deep respect, reverence, and love towards persons or things of outstanding superiority endeared by long association.