

Authenticity You are proud of who you are and what you stand for. You're neither intimidated by someone else's opinion nor worried about what people think of you. You don't play games, have a personal "agenda," or pretend to be someone you're not.

Knowledge You might be very smart, but you don't give the appearance of being a know-it-all. You're curious about the world around you, eager to learn, and hungry to improve yourself.

Integrity You have high ethical values and are true to your beliefs. You follow the spirit of the law, not because you signed an agreement or are afraid of being caught, but because it's the right thing to do.

Honesty Your life is an open book because you have nothing to hide. You're passionate about being straightforward, and you're happy to deliver good news without sugarcoating the bad. You don't make promises lightly.

Fairness You believe in building long-term relationships rather than settling for short-term gains. You strive for win-win relationships, knowing that if a solution isn't evenhanded, no one wins.

Tolerance You are receptive to ideas, beliefs, and cultures other than your own. In the process, you always try to evaluate all sides of an issue rather than forcing your personal opinion on others.

Humility You are modest about your achievements, comfortable in your own skin, and quietly proud. You shift your focus from taking to giving, from talking about yourself to listening to others, and from hoarding the credit to distributing the praise.

Selflessness You give to others because you want to, not because you expect anything in return. You believe that your kindness helps to build trust, strengthen relationships, and enhance everyone's sense of self-worth.

Compassion You go out of your way to treat others kindly even though you've reached the top of your game. You remember your roots and give credit to everyone who helped you along the way. You bring out the best in people in an effort to make everyone feel special.

Personal responsibility You take charge of your life rather than feeling that the world owes you something. You set your goals high, make the commitment and sacrifice required to succeed, and accept the consequences of your choices.

Quality associations You are vigilant about the people with whom you surround yourself, knowing that you win or lose respect based on the company that you keep.