Corporate Values and Principles

Core Values
- Love
- Openness
- Philanthropy
- Service
- Sharing
- Support
- Teamwork
- Thankfulness
- Thoughtfulness
- Understanding
- Wisdom
- Accomplishment
- Achievement
- Ambition
- Capability
- Commitment
- Competency
- Desire
- Determination
- Direction
- Effectiveness
- Efficiency
- Fluency
- Focus
- Meticulousness
- Modesty
- Precision
- Speed
- Success
- Thoroughness
- Activeness
- Aggressiveness
- Alertness
- Anticipation
- Assertiveness
- Assurance
- Audacity
- Boldness
- Bravery
- Carefulness
- Certainty
- Composure
- Confidence
- Control
- Courage
- Decisiveness
- Discipline
- Dominance
- Expectancy
- Fearlessness
- Ferocity
- Fierceness
- Fortitude
- Heroism
- Hopefulness
- Independence
- Industry
- Organization
- Power
- Self-Reliance
- Adaptability
- Adroitness
- Agility
- Awareness
- Conformity
- Consistency
- Dependability
- Diligence
- Endurance
- Energy
- Fairness
- Fitness
- Flexibility
- Freedom
- Health
- Humility
- Impartiality
- Justice
- Liberty
- Perseverance
- Persistence
- Preparedness
- Preservation
- Reliability
- Resilience
- Self-Control
- Balance
- Calmness
- Camaraderie
- Conviction
- Courtesy
- Decorum
- Deference
- Devotion
- Faith
- Family
- Gallantry
- Harmony
- Hospitality
- Introspection
- Optimism
- Piety
- Privacy
- Resolve
- Restraint
- Spirituality
- Vitality
- Vivacity
- Warmth
- Zeal
- Adventure
- Curiosity
- Daring
- Discovery
- Drive
- Dynamism
- Enthusiasm
- Exploration
- Fun
- Inquisitiveness
- Playfulness
- Spontaneity
- Amusement
- Cheerfulness
- Conviviality
- Cordiality
- Empathy
- Enjoyment
- Entertainment
- Excitement
- Exhilaration
- Extraversion
- Friendliness
- Gregariousness
- Humour
- Brilliance
- Clarity
- Cleverness
- Concentration
- Craftiness
- Cunning
- Excellence
- Expressiveness
- Exuberance
- Insightfulness
- Intelligence
- Mindfulness
- Passion
- Perceptiveness
- Resourcefulness
- Serenity
- Shrewdness
- Stealth
- Beauty
- Charisma
- Charm
- Dignity
- Elegance
- Empowerment
- Fun
- Gentility
- Grace
- Poise
- Presence
- Comfort
- Contentment
- Delight
- Elation
- Happiness
- Joy
- Candour
- Credibility
- Directness
- Duty
- Frankness
- Honour
- Loyalty
- Sincerity
- Virtue
- Creativity
- Education
- Growth
- Knowledge
- Imagination
- Ingenuity
- Inspiration
- Intuitiveness
- Inventiveness
- Learning
- Originality
- Reason
- Uniqueness
- Economy
- Frugality
- Thrift
- Experience
- Expertise
- Pragmatism
- Prudence
- Realism
- Vision

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