



### Core values

In the Netherlands, the concepts of norms and values are often used in the same breath, even though they are of different order. Values do not contain judgment, while norms do. Norms are concrete guidelines for our actions. They are beliefs about how you should or should not behave in certain circumstances. Such as 'the Ten Commandments' which state that you are not allowed to steal, murder or lie.

Values represent your principles and motives, what you consider important and desirable in your life and what you strive for. There are two types of values. Values that help you achieve your goals - instrumental values such as helpfulness, responsibility, cleanliness and ambition. In addition, we distinguish values that are related to the goals you want to achieve in your life. Such as happiness, recognition or world peace. There are many, if not hundreds, of different values.

### Assignment

Over the past few years we have collected a significant but not exhaustive list of values. Go through this list and

- Check those values that appeal to you and that you feel connected to. Don't think about it too long, follow your feeling. If you miss a value or a word that suits you, add it to the list.
- Then circle your TOP 10, or your longlist.
- From this, make your TOP 5, or your shortlist, and note what made you choose these 5.
- Choose your TOP 3 core values and note how you arrived at this choice. Why 3? Because you can easily remember this number, with the greatest chance that you can integrate these values into your daily life and enjoy them every day when making choices, having conversations with others, etc. These core values represent your larger 'set' of values.
- Take these three core values with you to the training.



# Leading Academic

## Core values

- Accuracy
- Authenticity
- Authenticity
- Beauty
- Bravery
- Care
- Certainty
- Challenge
- Charity
- Cleanliness
- Compassion
- Connection
- Creativity
- Discipline
- Ecological living
- Entrepreneurship
- Excellence
- Expression
- Family
- Fantasy
- Freedom
- Friendship
- Fun
- Generosity
- Growth
- Honesty
- Humility
- Humor
- Independence
- Inner peace
- Insight
- Integrity
- Involvement
- Justice
- Justice
- Kindness
- Knowledge
- Leadership
- Learning
- Love
- Loyalty
- Loyalty
- Mildness
- Modesty
- Money
- Nature
- Novelty
- Openness
- Order
- Originality
- Passion
- Patriotism
- Perfection
- Performance
- Personal growth
- Playfulness
- Pleasure
- Politeness
- Positivity
- Power
- Recognition
- Religion
- Respect
- Responsibility
- Sensation
- Sensitivity
- Simplicity
- Sincerity
- Society
- Spirituality
- Spontaneity
- Stability
- Status
- Together
- Tolerance
- Tradition
- Truth
- Variety
- Winning
- Wisdom
- Working