

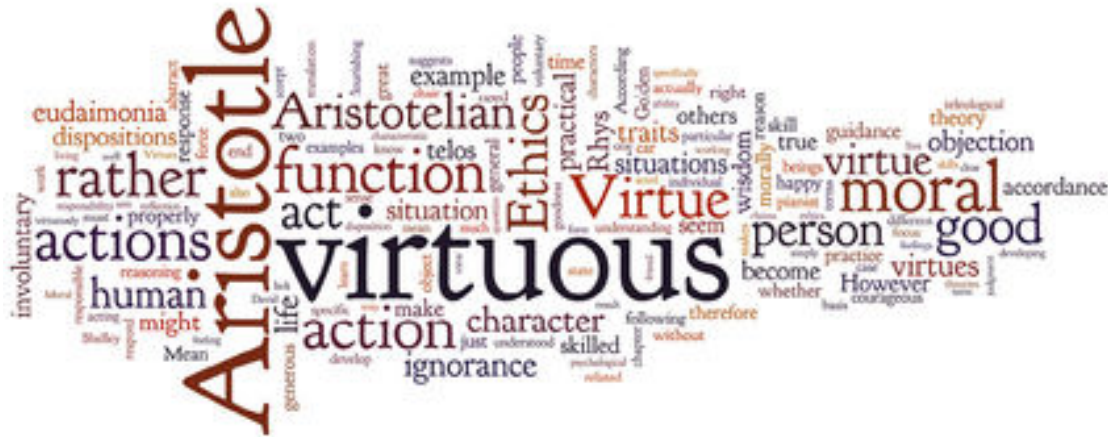
The Master List of Virtues & Vices



**Compiled for the Community
by Lion Goodman**

Version 3.5 2020

-- Hazrat Sayyed Abu Hashim Madani, Sufi Master



In order for us to identify the *virtues* of human beings, we would need to know what our *purpose* is. Aristotle wrestled with this question in [Nicomachean Ethics](#), following up on Plato's work, asking the question, "*How should men live?*" It was a practical question rather than a theoretical one. *Ethics* is considered one of the

most important historical philosophical works, and it's had a significant influence on Western philosophy, law and theology.

Aristotle concluded that the purpose of human beings is *eudaimonia* – a state variously translated as *well-being*, *happiness*, *blessedness*, or *human flourishing*. *Eudaimonia* is not a subjective state, such as the pleasure one gets from hedonistic indulgence, but rather an objective state. It characterizes the well-lived life, not only personally, but within one's family, community, and society. It is the proper goal of human life, and it produces a good society.

Now that we know the *purpose* of our human life, we can determine our *virtues* – the qualities which allow us to fulfill our purpose. And once we discover our virtues, we can practice them, because virtues exist as latent potential in us, and must be practiced and cultivated in order to achieve *right living*. This is similar to a horse that has the biological potential to become a racehorse, but must be exercised and trained to express those qualities and turned into a winner of the Kentucky Derby.

To summarize, when we practice our virtues, and hone them, we produce happiness in ourselves, in those close to us, and in society as a whole. Virtues are practiced through our behavior, and our choices. At every moment, we can choose how we respond to a situation. Do I get mad and seek revenge? Or do I forgive the person and seek understanding? Do I indulge in eating this entire cake? Or do I use discernment and temperance to have only a small slice, knowing that there are consequences for every choice I make?

Aristotle believed that we need to exercise [reason](#) – one of his most important virtues, to determine what is good for us individually and collectively, and doing so is the soul's most proper and nourishing activity.

We say that *the soul is made of virtues*. Your unique soul is a composition of your *signature virtues* – the qualities that describe you when you are at your very best. If you want to live an extraordinary life, bring yourself more and more into alignment with the virtues that are important and meaningful to you. Make choices according to the virtues you want to express, and express your virtuous nature in everything you do.

The opposite of a virtue is a *vice*. Vices are qualities that create unhappiness, imbalance, pain or suffering in oneself, one's family, and society. As humans, we also have vices as latent potential in us. Like virtues, they can be honed and practiced through our choices and behavior, but those choices and behaviors would create the opposite of eudemonia.

We can examine any significant behavior and ask, "*Is this action creating more happiness, joy and health? Or is it creating more unhappiness, pain and suffering?*" This is the exercise of reason over our natural tendencies so we make better choices. We have free will so we can make our own choices in every situation and condition. If we don't choose consciously, we will choose unconsciously. That is, our past patterns will determine a future that looks just like our past.

Our unconscious tendency is to go with the crowd (so we can belong), or do what's easiest, or most convenient, or whatever gives us a sense of safety and security. Responsibility (hard) or irresponsibility (easy)? Generosity (tough) or selfishness (natural)? Perseverance (difficult) or quitting (easy!)? Learning requires study, but ignorance requires no effort at all.

This list of virtues has been compiled from many sources. If you notice omissions or errors, please write to me at liongoodman@gmail.com. You are welcome to share this document freely as long as you keep it intact.

More than 650 Virtues are listed below in the Master List of Virtues. Three lists follow: *The Master List of Vices (more than 350)*, *The Master List of Values* (© Values Technology, Inc.), and *The VIA Classification of Character Strengths* (© VIACharacter.org). Also included are numerous resources for further study. Enjoy!

Lion Goodman

How to Use This List

Life presents us, at every moment, an opportunity to practice our virtues: How do I choose to act? How do I respond to what presents itself to me? Here are suggestions for practicing your virtues more consciously, and honing them as skills, as habits, and ultimately as your lifestyle:

- Circle the virtues you want to practice during the coming year, and post them visibly so you can be reminded of them every day.
- Create a set of "Virtues Cards" and pick one each day to practice.
- Review the list of vices, recognize which ones you have been practicing in your life, and practice the opposite virtue for one full week.
- Look up in a dictionary any words that are unfamiliar, or which you can't define, including its derivation, usage, and examples.
- Meditate on one virtue each day, as Ben Franklin did with his list.

I wish you well on your journey to a more virtuous life, creating more *eudaimonia*.



The Master List of Virtues

A	audacity	chastity
ability	austerity	cheerfulness
abundance	authenticity	chivalry
acceptance	authority	choice
accountability	autonomy	citizenship
accuracy	awareness	civic-mindedness
achievement	awe	civility
acknowledgement		clarity
acting on convictions	B	class
activism	balance	cleanliness
adaptability	beauty	coincidence
adoration	being true to oneself	collaboration
adventurous	belief	comfort
advice (generous with)	belonging	commitment
affection	benevolence	common sense
agility	benignity	communication
aging gracefully	bliss	communion
alertness	boldness	community
allowing	bravery	companionship
altruism	brilliance	compassion
amazement		competence
ambition (<i>philotimia</i>)	C	completeness
anger at injustice	calm	composure
anticipation	candor	comprehension
apology	capability	compromise
appeasement	capacity to love	concentration
appreciation	capacity to be loved	confession
appreciation of beauty	care	confidence
appreciation of	carefulness	congruence
excellence	caring	connection
approbation	caution	conscience
appropriate knowledge	celebration	consciousness
appropriate conduct	celibacy	consecration
approval	centered	conservation
art	certainty	conservatism
assertiveness	chance	consideration
assumptions	change	consistency
atonement	chaos	contemplation
attention	character	contentment
attentiveness	charity	continuity
attitude	charm	contribution

control
conviction
cooperation
cooperation
correctness
courage
courteousness
courtesy
creativity
credibility
critical thinking
culture
curiosity

D
daring
death (acceptance of)
decency
decisiveness
dedication
defiance (against
injustice)
delayed gratification
deliberation
delight
dependability
desire
destiny
detachment
determination
devotion to virtues
devotion to others
dignity
diligence
diplomacy
discernment
discipline
dis-creation (of what
is no longer needed)
discretion
discovery
disillusion
dissolution
diversity

dreams
drive
dutifulness (*pietas*)

E
eagerness
earnestness
ecstasy
education
effectiveness
efficiency
endurance
effort (doing one's
best)
elegance
elevation
eloquence
emotion
empathy
empowerment
emptiness
encouragement
endurance
energy
enjoyment
enlightenment
enthusiasm
epiphany
equality
equanimity
esteem
eternal
ethical
etiquette
excellence
excitement
expansion
experience
expertise
exploration
expressiveness
extravagance

F
failure (allowing for)
fairness
faith
faithfulness
family
farsightedness
fearlessness
feeling
fidelity
finesse
finishing what's
started
flexibility
flow
focus
forbearance
foresight
forethought
forgiveness
fortitude
fortune
frankness
freedom
friendliness (*philia*)
friendship
frugality
fulfillment
fun

G
gallantry
generosity
genius
gentleness (*praotes*)
genuineness
giving
glory
goals
godliness
good speech
goodness
grace
graciousness

grandeur
gratefulness
gratitude
gravitas
gravity
grit
growth
growth mindset
guidance

H

happiness
hard-working
harmlessness
harmony
harmonious
healing
health
heaven on earth
helpfulness
helping others
holiness
honesty
honor
hope
hopefulness
heroism
hospitality
humanity (*humanitas*)
humbleness
humility
humor

I

idealism
ideals
identities (ease of shifting)
illumination
imagination
impartiality
impeccability
imperfection (allowing for)

inclusion
incorruptibility
independence
individuality
industriousness
influence
ingenuity
initiative
inner exploration
inner peace
innocence
innovation
insight
inspiration
instinct
integrity
intelligence
intensity
interdependence
interest in the world
intimacy
intuition
inventiveness
investigation
invincibility
irony

J

joy
joyfulness
judgment (good)
judiciousness
justice

K

kind speech
kindness
kinship
knowledge

L

laughter
leadership
learning

leisure
letting go
liberalism
liberality
(*eleutheriotes*)
liberty
light-heartedness
listening
logic
love
love of learning
loving-kindness
lovingness
loyalty
luck
luxuriating

M

magic
magnanimity
magnificence
(*megaloprepeia*)
majesty
making a difference
management
manners
mastery
maturity
meaning
meekness
mellowness
merit
mercy
methodical
mildness
mindfulness
mineness (organizing into higher order systems)
miraculousness
mistakes (allowing for)
moderation
modesty
morality

motherhood
motivation

N

niceness
nobility
non-assumption
non-covetousness
non-duality
non-separateness
non-violence
not taking personally
nurturance
nurturing
nostalgia

O

obedience (to higher principles)
objectivity
obligations
(fulfillment of)
open-heartedness
open-mindedness
openness
optimism
order
orderliness
organization
originality
overcoming adversity
(and impediments)

P

pacifism
paradise
passion
patience
patriotism
peace
peacefulness
penitence
pensiveness
perceptiveness

perfection
perseverance
persistence
personality
perspective
persuasion
philanthropy
piety
pity
planning
play
playfulness
pleasure
pluralism
poise
politeness
positive bias
potency
potential
power (right use of)
practice
practicality
pragmatism
praise
prayer
prayerfulness
precision
preparedness
presence
preservation
principles
privacy
privilege
potency
privacy
proactivity
probity
problem-solving
productivity
professionalism
profit
progress
promises
promptness

propriety
prosperity
protection
protest
providence
prudence
punctuality
purification
purity
purity of heart
purpose
purposeful work
purposefulness

Q

quality
quality evaluation
quality improvement
quest
question asking
quiet

R

radiance
rapture
rationality
realism
reality
realization
reason
rebirth
receptivity
reciprocity
recognition
reconciliation
rectitude
redemption
refinement
reflection
relationship
relaxation
release
releasing
reliability

religiosity	sanity	social intelligence
remembering	satiety	social responsibility
remembrance	satisfaction	solidarity
remorse	secrecy (proper use)	solitude
renunciation	security	soul evolution
repentance	seeing	soulfulness
reputation	self-awareness	speed
research	self-centeredness	spirit
resilience	self-confidence	spiritual insight
resisting temptations	self-control	spirituality
resolution	self-discipline	spontaneity
resourcefulness	self-esteem	sportsmanship
respect	self-examination	stability
respectability	self-expression	steadfastness
respectfulness	self-improvement	stick-to-it-iveness
responsibility	self-possession	stoicism
responsiveness	self-regulation	straightforwardness
restraint	self-reliance	strength
reverence	self-respect	stress ("good")
right action	self-restraint	striving
right concentration	self-righteousness	study
right effort	self-sacrifice	style
right intention	self-trust	success
right livelihood	selflessness	succor
right mindfulness	sense of beauty	suffering (with understanding)
right speech	sense of wonder	support of others
right view (Buddha's Noble Eightfold Path)	sensibility	surrender
right use of power	sensitivity	suspension of judgment
right use of will	sensory pleasure	suspension of belief
righteousness	sensuality	suspension of disbelief
rights (respect for)	sentimentality	sweet-tempered
risk taking	serendipity	sympathy
rituals	serenity	synergy
romance	seriousness	systemization
roots	service	
ruggedness	sharing	
	shyness	
	silence	T
S	simplicity	tact (<i>epidexia</i>)
sacredness	sincerity	tactfulness
sacrifice	skepticism	talent
sadness	skill	taste
safety	smartness	teaching others
salvation	sobriety	team-spirit

teamwork	truthfulness (<i>aletheia</i>)	welcoming
temperance		well-being
tenacity	U	whimsical
tenderness	unconditional love	wholeheartedness
thankfulness	understanding	wholeness
thoroughness	unity	wholesomeness
thoughtfulness	universality	(<i>salubritas</i>)
thrift	unselfishness	will (proper use of)
thriving		willingness
time	V	wisdom
timeliness	valor	wittiness (<i>eutrapelia</i>)
timelessness	value	wonder
tithing	values	work
tolerance	variety	workmanship
toughness	verbal acuity	worship
tradition (respect for & maintenance of)	versatility	worth
training	victory	
tranquility	vigor	Y
transcendence	virility	yes!-ing
transcendental wisdom	virtue	youthfulness
transformation	vision	
transition	vitality	Z
trust	volition	zealousness
trustfulness	vulnerability	zest
trustworthiness		
truth (<i>veritas</i>)	W	
	wealth	

The Master List of Vices

Note that any of these vices can, under certain circumstances, be neutral or even positive virtues. These are words used to describe behaviors and actions which tend NOT produce harmony, goodness, happiness, or *eudaimonia*, but rather their opposites.

Any virtue applied to excess can turn into a vice. (Too much medicine is toxic, for example. Too much love can become co-dependence. Too much peace can become passivity.)

Many of the vices listed below could be used as a virtue if appropriately applied to specific circumstances, people, timing, or lessons required for growth and evolution. Many teachers have used what is called "crazy wisdom" to awaken their students, such as making ridiculous statements, engaging in outrageous behavior, and being anti-social. Great wisdom is required to use a vice in a virtuous manner, so vices are best avoided.

Whatever you practice becomes stronger. If you are not actively practicing your virtues, you are probably practicing one or more vices.

A	approval-seeking	callousness
absolutism	arrogance	calumniation
abstemiousness	attachment	capriciousness
abuse	automaticity	celebrity
addictions	avarice	ensoriousness
adultery	awkwardness	chaos
adversity		chauvinism
aggression	B	complacency
agitation	baseness	complaining
alcoholism	bigotry	compromise
alienation	blame	con artist
aloofness	blasphemy	conceit
ambition	boastfulness	concupiscence
anarchy	boredom	condemnation
anger	bragging	condescension
angst	brutality	conflict
animosity	burn-out	conformity
annoyance		confusion
anxiety	C	conniving
apathy	calculation	contempt

contradiction
 contrariness
 controlling
 control over others
 corruption
 cowardice
 criticism
 cruelty
 cunning
 cursing
 cynicism

D

death
 debasement
 deceit
 deception
 definition
 deification
 delusion
 demeaning
 denial
 denigrating
 dependency
 depravity
 depression
 derision
 desecration
 desire for fame
 desolation
 despair
 destitution
 detachment
 deviance
 diminishment
 disappointment
 disapproval
 discord
 disempowerment
 disgracing
 dishonoring
 disloyalty
 disproportionate
 disregard

disrespect
 disruption
 dissatisfaction
 dissembling
 distortion
 dogmatism
 dominance
 domination
 doubt
 drudgery
 dysfunctionality

E

eagerness for power
 eccentricity
 effrontery
 egoism
 egotism
 ejection from group
 elitism
 embarrassment
 emptiness
 enmity
 enviousness
 envy
 escapism
 evil
 exaggeration
 excess
 excessiveness
 exclusion
 exclusivism
 expectations
 exploitation
 extravagance
 extremism

F

failure
 faithlessness
 falseness
 fame (seeking after)
 fanaticism
 fantasy

fashion
 fatalism
 faults
 fear
 feigning
 fight
 fixations
 fixed mindset
 folly
 forgetfulness
 forgetting
 frailty
 fundamentalism
 furtiveness
 futility

G

gambling
 garrulity
 gaudiness
 glamour
 gloominess
 gluttony
 gossip
 greed
 grief
 grudges (holding on to)
 grumpiness
 guilt

H

hard-heartedness
 harassment
 hate
 hatred
 haughtiness
 hedonism
 hell
 heresy
 hiding
 hiding the truth
 high-handedness
 hoarding
 hostility

humiliation
hurt
hyperbole
hypocrisy
hysteria

I

ignorance
illusion
imbalance
imitation
immediate
gratification
immodesty
impatience
imperfection
imperiousness
impertinence
imposture
impudence
impugning
inattentiveness
inconsistency
indecenty
indecision
indifference
indigence
individualism
ingratitude
inhibitions
injustice
insanity
insatiability
insecurity
insidiousness
insolence
insult
interrupted enthusiasm
intemperance
interruption
intolerance
intimidation
intransigence

irony
irascibility
irrationality
irresponsibility
irritation
isolation

J

Jealousy
jokester
judgment of others
justification

K

know-it-all
killing
killjoy

L

laziness
lecherousness
lethargy
licentiousness
lies
loneliness
loss
lust
luxury
lying

M

machismo
madness
making wrong
maliciousness
malignancy
manipulation
masochism
materialism
meanness
mediocrity
meekness
melancholy
mercilessness

misery
miserliness
misrepresentation
mistakes
money (focus on)
moodiness
murder

N

naiveté
narcissism
narrow-mindedness
nastiness
neediness
negativity
neurosis
nihilism

O

obedience (without question)
objectification
obsession
obstinacy
opportunism
oppression
ostentatiousness
ostracizing
over-analyzing
over-consumption
over-identification
over-indulgence
overly dutiful
overly responsible

P

pacifism (in the face of the requirement to act)
pain
panic
passion
passive-aggressive
passivity

patronizing
pensiveness
penury
persuasion
perversion
pessimism
pestering
pettiness
pomposity
poverty
power over another
prejudice
presumption
pretense
pretentiousness
pride
privilege
problems
procrastination
prodigality
profit-as-sole-value
profligacy
projection on
others
promiscuity
promises un-kept
punishment

Q
quarrelsomeness
quitting

R
racism
rage
rancor
rape
rapaciousness
rapacity
rashness
rationalizing
recklessness
refusal
regret

reification
rejection
remorse
resentment
resignation
revenge
rudeness
righteousness
ridicule
righteousness
rigidity
risk-aversion
romantic fantasy
rudeness
rumor spreading
ruthlessness

S
sacrifice
sadism
sadness
sarcasm
scandal mongering
secrecy
seduction
self-centeredness
self-denial
self-destructive-
ness
self-doubt
self-hatred
self-importance
selfishness
self-pity
self-righteousness
sensationalism
separateness
separation
sexual lust
shame
shamelessness
shyness
sin
skepticism

sloth
snobbery
somberness
sorrow
spendthriftness
spite
spoiling
stagnation
stinginess
stress
stubbornness
stupidity
suffering
sullenness
superficiality
superiority
suspicion

T
taboos
temper tantrums
temptation
terror
theft
thing-ification
threat
timidity
torment
torture
tragedy
treason
trickster
tyranny

U
ugliness
unkindness
unreason
unruliness
untrustworthiness
unyielding

V
vanity

venality
verbosity
verminification
vices
vindictiveness
violence

vulnerability

W
wastrelness
weakness
withdrawal

worry
wrath

Z
zealotry

The Master List of Values

The concept of *values* is closely linked to *virtues*, and they are often used interchangeably. We assert that *Virtues are characteristics and qualities of the Soul*, the unique spiritual essence of who you are. *Values* are more akin to *preferences*. They are prioritized wants and desires – *goals we want to achieve, an object we want to possess, or a state we want to be in*. We *value* whatever we consider to be *good* – because when we have it, achieve it, receive it, or give it to another, we feel good, better, or best.

Values can be contrasted, compared, and measured by asking this question: *Which do you want (value) more: X or Y?* In the human world, we can divide aspects of humanness into the triad of *Be, Do, and Have*. Values often represent the *having function*.

When we want to obtain or achieve something, we *behave* in specific ways that enable us to get it. The actions we take represent the *doing function*. There are many ways of taking action that can result in our getting what we want. We could, for example, use our Virtues to guide our behavior, or we could use our Vices. Two people may place the same value on having a lot of money, yet they could go about obtaining it in completely different ways. One could embody her virtues (such as persistence, wisdom, assertiveness, and care), and thus achieve her goals of having what she values – a lot of money. The other person could achieve the same aim by embodying her vices (such as greed, theft, and manipulation), and achieve having the same amount of money.

Part of the problem with these distinctions is the fact that we talk about qualities in many different ways. It's built into our language. As Aristotle pointed out, virtues are the qualities that bring goodness and happiness to oneself, others, and our community. Thus, they are valued. However, not everything we *value* is also a *virtue*. Virtues are qualities you can embody and *act from*, as a human person in the world. We can value certain aspects or qualities of the world, or of our society, such as diversity, equality or justice, but it is more difficult to cultivate them as virtues. These values require the cooperation of others, or the society as a whole, to be achieved. You can act personally, of course. If you wanted to cultivate *equality* in your life, you can see and treat other people as equal. However those people may not return the favor. Society as a whole may not express that value. You can only do what you can do in your own life by making those values your own personal expressions – which we would then identify as virtues.

Here's another example: We may value *collaboration*, and we can act *collaboratively* in order to create it on our team. However, real collaboration requires the cooperation of others, who are playing the same game. Otherwise, we don't get what we want. Many of the difficulties in life come because we have very different values, priorities, wants and desires than other people do, and different people go about obtaining them in different ways – ways that may conflict with our own values or virtues.

In the political realm, George Lakoff, professor of Linguistics and Cognitive Sciences, has identified the very different core values of Republicans and Democrats in the United States. He explains why we have such difficulty communicating across this values-chasm. Read his book, *“Don’t Think of an Elephant: Know Your Values and Frame the Debate.”* Or visit <http://georgelakoff.com> to learn more.

Below is a chart to clarify the difference between Virtues (the *Be function*), Behaviors (the *Do function*), and Values (the *Have function*). And because any virtue can become a vice when done to an extreme, I have also identified the *shadow function* or vice that could come from over-reaching or becoming extreme in each virtue.

Virtue	Behavior	Value	Shadow or Vice
<i>Concept, Idea, or philosophical stance one comes from, which guides our behavior and decisions; what we stand-for (Being Function)</i>	<i>Examples of actions required to achieve or receive the thing wanted or the good desired (Doing function)</i>	<i>The desired thing or state; what we want to receive, achieve, have, or give (Having function)</i>	<i>The over-reach function of extreme doing, associated with going too far while trying to achieve the desired state</i>
Love	<i>Acting loving to others with kindness, care, compassion</i>	<i>Feeling loved by others; giving love to others</i>	<i>Codependence; addiction to love or sex</i>
Peace	<i>Meditation; contemplation; accepting others; non-judgmental openness</i>	<i>Feeling at peace; having peaceful relations with others</i>	<i>Passivity; judgment of self or others,</i>
Knowledge	<i>Studying; learning; practice; expanding perspectives</i>	<i>Having knowledge; knowing how to do things, having wisdom and understanding</i>	<i>Righteousness; know-it-all; closed mindedness</i>
Health	<i>Getting enough sleep; regular exercise; eating well</i>	<i>Being healthy and free in your body; staying well; optimizing self-healing</i>	<i>Addiction to exercise; righteousness; and judgment of others</i>
Persistence	<i>Continuing in the face of difficulty, blocks or resistance</i>	<i>Achieving one’s goals; not giving up</i>	<i>Not receiving feedback; going down the wrong path</i>
Appreciation	<i>Appreciating others, one’s own efforts and circumstances, and the Universe</i>	<i>Being appreciated; feeling of gratitude for what is</i>	<i>Not changing anything that needs to be changed</i>

List of Values

The list below is copyrighted by Values Technology, Inc. VTI's "ValuesID" software helps make values explicit. Using the well-researched and independently validated values measurement instrument based on Hall-Tonna Values Theory, organizations can understand the collective values of employees, leadership and the organization. The unique values framework that Brian Hall developed (starting in the early 1970s) anchors the company. This framework was validated in the mid 1980s while Dr. Brian Hall was at Santa Clara University. Visit www.valuestech.com for more information.

Abundance	Loyalty/Fidelity
Administration/Control	Macroeconomics
Authority/Honesty	Majesty
Collaboration	Management
Communication/Info	Membership/Institution
Community/Personalist	Minessence (systematization and organization)
Community/Supportive	Mission/Objectives
Competition	Mutual Accountability
Complementarity	Mutual Obedience
Control/Order/Discipline	Obedience/Duty
Convivial Technology	Ownership
Corporation/New Order	Patriotism/Esteem
Courtesy/Hospitality	Pioneerism/Innovation
Decision/Initiation	Prestige/Image
Design/Pattern/Order	Property/Control
Detachment/Solitude	Prophet/Vision
Dexterity/Co-ordination	Quality/Evaluation
Duty/Obligation	Radiance
Economics/Profit	Reason
Economics/Success	Relaxation
Education/Certification	Research
Education/Knowledge	Rights/Respect
Efficiency/Planning	Risk
Endurance/Patience	Ritual/Communication
Equilibrium	Rule/Accountability
Equity/Rights	Search/Meaning/Hope
Expressiveness/Joy	Self Assertion
Friendship/Belonging	Sensory Pleasure
Generosity/Compassion	Sharing/Listening/Trust
Global Justice	Simplicity/Play
Grace	Social Affirmation
Growth/Expansion	Support/Peer
Health/Healing	Synergy
Hierarchy/Order	Technology/Science
Human Rights	Territory/Security
Individualism	Tradition
Interdependence	Transcendence/Solitude
Justice/Social Order	Unity/Diversity
Law/Guide	Unity/Uniformity
Law/Rule	Wonder/Curiosity
Leisure	Workmanship/Art/Craft
Limitation/Acceptance	
Limitation/Celebration	

Additional Values (Not easily classified as Virtues)

Accomplishment	Leadership
Achievement	Learning
Adventure	Liberty
Affection	Logic
Ambition	Longevity
Anticipation	Making a Difference
Belonging	Meaning
Challenge	Money
Change	Opportunity
Comfort	Order
Community	Originality
Connection	Outcomes
Consciousness	Passion
Improvement	Peace
Delight	Personal Growth
Desire	Pleasure
Diversity	Progress
Duty	Prosperity
Elation	Quality
Equality	Quiet
Excitement	Recognition
Experience	Safety
Family	Security
Guidance	Style
Hard Work	Teamwork
Influence	Tradition
Innovation	Variety
Investing	

Core Values by James Clear

<https://jamesclear.com/core-values>

Below is a list of core values commonly used by leadership institutes and programs. This list is not exhaustive, but it will give you an idea of some common core values (also called personal values). My recommendation is to select less than five core values to focus on—if everything is a core value, then nothing is really a priority. *Note: many of the personal values listed above came from a list I received while working with The LeaderShape Institute.*

- Authenticity
- Achievement
- Adventure
- Authority
- Autonomy
- Balance
- Beauty
- Boldness
- Compassion
- Challenge
- Citizenship
- Community
- Competency
- Contribution
- Creativity
- Curiosity
- Determination
- Fairness
- Faith
- Fame
- Friendships
- Fun
- Growth
- Happiness
- Honesty
- Humor
- Influence
- Inner Harmony
- Justice
- Kindness
- Knowledge
- Leadership
- Learning
- Love
- Loyalty
- Meaningful Work
- Openness
- Optimism
- Peace
- Pleasure
- Poise
- Popularity
- Recognition
- Religion
- Reputation
- Respect
- Responsibility
- Security
- Self-Respect
- Service
- Spirituality
- Stability
- Success
- Status
- Trustworthiness
- Wealth



The VIA Classification of Character Strengths

The VIA Institute uses the words *character strengths* to describe what we have been calling Virtues. We appreciate their classification, so we include it here for reference. The following information is from their website: www.viacharacter.org

VIA Institute is led by Christopher Peterson, Ph.D., and Martin Seligman, Ph.D., and funded by the Mayerson Foundation. A team of 55 social scientists studied world religions, philosophies and psychology looking for agreed-upon virtues. Dr. Peterson was the lead scientist of the development of the VIA Classification, which is described in detail in *Character Strengths and Virtues: A Handbook and Classification* (Oxford University Press and American Psychological Association, 2004).

Examples of classic works studied included:

- Taoism, Buddhism, Hinduism, Islam, Judeo-Christian traditions.
- Virtue catalogs, including those by Plato, Aristotle, Confucius, Lao-Tze, Boy Scouts of America, William Bennett, Benjamin Franklin, King Charlemagne, and Merlin.
- The work of psychologists including Thorndike, Erikson, Maslow, Greenberger, Jahoda, Ryff, Thurstone, Cawley, Gardner.

Virtues are core characteristics valued by moral philosophers and religious thinkers. The VIA work-groups found six virtues that emerged consistently from historical surveys, and endorsed across time and cultures. These virtues are **wisdom, courage, humanity, justice, temperance, and transcendence**. Cross-cultural research has found that these are universal and viewed as being grounded in biology through evolutionary process and selected for aspects of excellence as a means of solving important tasks necessary for survival of the species.

VIA's work is about the core or essence of who we are as humans – our character strengths. These positive, core characteristics of our personality are different from strengths of talent (innate abilities), strengths of interest (what we like to do), strengths of skill (proficiencies we develop), and strengths of resources (external supports). While each of these areas of strength are important, it is character strengths that provide a pathway for developing each of these areas. For example, we use perseverance and self-regulation to pursue a talent in music or sport, hope in developing a new skill for work, curiosity as we explore our interest areas, and gratitude and kindness when we are tapping our resources. Also, it is our strengths of character that we have to turn to when we lose resources, talents, and skills, or when we lose interest in something.

The VIA Classification of Character Strengths

<https://www.viacharacter.org/>

1. Wisdom and Knowledge – Cognitive strengths that entail the acquisition and use of knowledge

- **Consciousness:** The state or quality of awareness; having a sense of selfhood, and the executive control system of the mind; the perception of what passes in one's own mind; Originally derived from Latin writings of the phrase *conscius sibi*, which translates literally as “knowing with oneself”, or in other words “sharing knowledge with oneself about something.”
- **Creativity** [originality, ingenuity]: Thinking of novel and productive ways to conceptualize and do things; includes artistic achievement but is not limited to it
- **Curiosity** [interest, novelty-seeking, openness to experience]: Taking an interest in ongoing experience for its own sake; finding subjects and topics fascinating; exploring and discovering
- **Judgment & Open-Mindedness** [critical thinking]: Thinking things through and examining them from all sides; not jumping to conclusions; being able to change one's mind in light of evidence; weighing all evidence fairly
- **Love of Learning:** Mastering new skills, topics, and bodies of knowledge, whether on one's own or formally; obviously related to the strength of curiosity but goes beyond it to describe the tendency to add systematically to what one knows
- **Perspective** [wisdom]: Being able to provide wise counsel to others; having ways of looking at the world that make sense to oneself and to other people

2. Courage – Emotional strengths that involve the exercise of will to accomplish goals in the face of opposition, external or internal

- **Assertiveness:** A confident affirmation or declaration of a statement without need of proof; Affirming your right to a point of view without either aggressively threatening the rights of another (assuming a position of dominance) or submissively permitting another to ignore or deny your point of view.
- **Authenticity:** The degree to which one is true to one's own personality, spirit, or character, despite external pressures.
- **Bravery** [valor]: Not shrinking from threat, challenge, difficulty, or pain; speaking up for what is right even if there is opposition; acting on convictions even if unpopular; includes physical bravery but is not limited to it
- **Perseverance** [persistence, industriousness]: Finishing what one starts; persisting in a course of action in spite of obstacles; “getting it out the door”; taking pleasure in completing tasks
- **Honesty** [authenticity, integrity]: Speaking the truth but more broadly presenting oneself in a genuine way and acting in a sincere way; being without pretense; taking responsibility for one's feelings and actions
- **Zest** [vitality, enthusiasm, vigor, energy]: Approaching life with excitement and energy; not doing things halfway or halfheartedly; living life as an adventure; feeling alive and activated

3. **Humanity** – Interpersonal strengths that involve tending and befriending others

- **Acceptance:** Assenting to the reality of a situation, recognizing a process or condition (often a negative or uncomfortable situation) without attempting to change it, protest, or resist. The Latin root of the word can be translated to “to find rest in.”
- **Compassion:** Translates to “with one who suffers” in Latin; an empathetic reaction to the pains and challenges of others; a desire to go out of one’s way to help.
- **Capacity to Love and Be Loved:** Valuing close relations with others, in particular those in which sharing and caring are reciprocated; being close to people
- **Kindness** [generosity, nurturance, care, compassion, altruistic love, “niceness”]: Doing favors and good deeds for others; helping them; taking care of them
- **Social Intelligence** [emotional intelligence, personal intelligence]: Being aware of the motives and feelings of other people and oneself; knowing what to do to fit into different social situations; knowing what makes other people tick
- **Sincerity:** Speaking and acting truly about one’s own feelings, beliefs, thoughts, and desires. Using no hurtful deceit; thinking innocently and justly; Speaking truth.

4. **Justice** - Civic strengths that underlie healthy community life

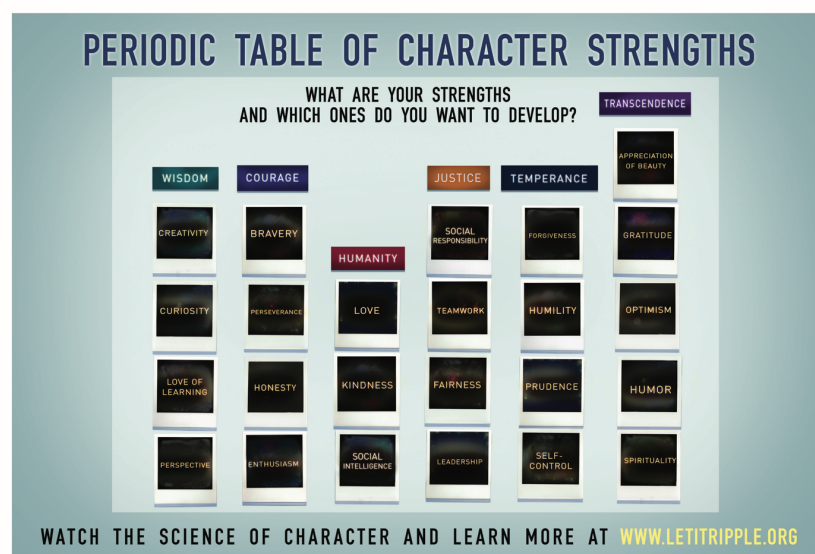
- **Teamwork** [citizenship, social responsibility, loyalty]: Working well as a member of a group or team; being loyal to the group; doing one's share
- **Fairness:** Treating all people the same according to notions of fairness and justice; not letting personal feelings bias decisions about others; giving everyone a fair chance.
- **Leadership:** Encouraging a group of which one is a member to get things done and at the time maintain time good relations within the group; organizing group activities and seeing that they happen.

5. **Temperance** – Strengths that protect against excess

- **Forgiveness & Mercy:** Forgiving those who have done wrong; accepting the shortcomings of others; giving people a second chance; not being vengeful
- **Modesty & Humility:** Letting one's accomplishments speak for themselves; not regarding oneself as more special than one is
- **Patience:** The level of endurance one has before negativity. Perseverance in the face of delay or provocation without acting on negative annoyance/anger.
- **Prudence:** Being careful about one's choices; not taking undue risks; not saying or doing things that might later be regretted
- **Self-Regulation** [self-control]: Regulating what one feels and does; being disciplined; controlling one's appetites and emotions
- **Silence:** Speaking only when it may benefit oneself or others; avoiding trifling conversation; observing and learning; cultivating the power of listening and receiving.
- **Order:** Letting all things have a right place and time.
- **Frugality:** Avoiding waste, lavishness or extravagance; using no more of something than is necessary.
- **Cleanliness:** Tolerating no uncleanness in body, possessions, thoughts or environment.

6. Transcendence - Strengths that forge connections to the larger universe and provide meaning

- **Appreciation of Beauty and Excellence** [awe, wonder, elevation]: Noticing and appreciating beauty, excellence, and/or skilled performance in various domains of life, from nature to art to mathematics to science to everyday experience
- **Enthusiasm**: Harboring an intense enjoyment, interest, or approval for life. Greek root that translates to “possessed by God’s essence.”
- **Gratitude**: A feeling or attitude of deep acknowledgement of the blessings and benefits one
- **Gratitude**: Being aware of and thankful for the good things that happen; taking time to express thanks
- **Hope** [optimism, future-mindedness, future orientation]: Expecting the best in the future and working to achieve it; believing that a good future is something that can be brought about
- **Humility**: Recognition of self in relation to a god, acceptance of and submission to divine grace. Latin root humus means “Earth,” humilis “grounded” or “from the Earth.”
- **Humor** [playfulness]: Liking to laugh and tease; bringing smiles to other people; seeing the light side; making (not necessarily telling) jokes
- **Religiousness & Spirituality** [faith, purpose]: Having coherent beliefs about the higher purpose and meaning of the universe; knowing where one fits within the larger scheme; having beliefs about the meaning of life that shape conduct and provide comfort
- **Tranquility**: A pleasing level of sensory input that involves no cognitive effort other than removing oneself from an overcrowded mental space; not being disturbed by trifles; a restorative mental state and respite from “directed attention.”
- **Zest** [vitality, vigor, energy]: Approaching life with excitement and energy; not doing things halfway or halfheartedly; living life as an adventure; feeling alive and activated as a human being.



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The List of Virtues from Virtue Science

<https://www.virtuescience.com/the-virtues.html>

Click on a Virtue for some inspiring quotes about it. Each Virtue page also includes it's definition, it's etymology/the origin of its meaning and positive suggestions about it.

<u>Acceptance</u>	To consider circumstances, especially those that can not be changed, as satisfactory.
<u>Accountability</u>	The quality or state of being accountable; especially: an obligation or willingness to accept responsibility or to account for one's actions.
<u>Ambition</u>	Having a strong desire for success or achievement.
<u>Assertiveness</u>	Disposed to or characterized by bold or confident assertion.
<u>Beauty</u>	The quality or aggregate of qualities in a person or thing that gives pleasure to the senses or pleasurably exalts the mind or spirit. Aesthetic harmony.
<u>Benevolence</u>	The disposition to do good.
<u>Bravery</u>	A quality of spirit that enables you to face danger or pain without showing fear.
<u>Caring</u>	to give care. A concern for...
<u>Charity</u>	Generosity and helpfulness especially toward the needy or suffering. Aid given to those in need.
<u>Chastity</u>	Purity in conduct and intention.
<u>Caution</u>	Avoidance of rashness, attention to safety.
<u>Cleanliness</u>	Careful to keep clean : fastidious, habitually kept clean.
<u>Commitment</u>	The firm carrying out of purpose.
<u>Compassion</u>	Sympathetic awareness of others' distress together with a desire to alleviate it.
<u>Confidence</u>	A feeling of one's powers or of reliance on one's circumstances. Faith in oneself.
<u>Consideration</u>	Thoughtful and sympathetic regard for the needs of others. Careful thought.
<u>Contentment</u>	The quality of feeling satisfied with one's possessions, status, or situation.

<u>Cooperation</u>	To associate with another or others for mutual benefit/to achieve a shared goal.
<u>Courage</u>	A quality of spirit that enables you to face danger or pain without showing fear.
<u>Courtesy</u>	Polite, respectful or considerate behaviour mindful of other people.
<u>Creativity</u>	The ability to create. A quality involving the generation of new ideas or concepts, or new associations of the creative mind between existing ideas or concepts.
<u>Curiosity</u>	A desire to find out and know things.
<u>Defiance</u>	Bold resistance.
<u>Dependability</u>	Reliable, worthy of reliance or trust.
<u>Detachment</u>	Freedom from attachments.
<u>Determination</u>	Firmness of purpose.
<u>Devotion</u>	A great love or loyalty, enthusiastic zeal.
<u>Diligence</u>	Conscientiousness in paying proper attention to a task; giving the degree of care required in a given situation. Persevering determination to perform a task.
<u>Discernment</u>	The ability to distinguish; judgement; Discrimination; To distinguish between things; To perceive differences that exist.
<u>Discretion</u>	Being discrete in ones speech, keeping secrets.
<u>Discipline</u>	The trait of being well behaved and under control.
<u>Eloquence</u>	Powerful and effective language. Fluent, persuasive and articulate speech.
<u>Empathy</u>	Identification with and understanding of another's situation, feelings, and motives.
<u>Enthusiasm</u>	A feeling of excitement. Exuberance: overflowing with eager enjoyment or approval.
<u>Excellence</u>	The quality of excelling; possessing good qualities in high degree.
<u>Faith</u>	Complete confidence in a person, plan or set of beliefs etc.
<u>Faithfulness</u>	Steadfast in affection or allegiance; loyal.
<u>Flexibility</u>	Adaptable, able to be changed to suit circumstances.

<u>Focus</u>	Concentrated awareness and effort.
<u>Forbearance</u>	Restraint under provocation; patience: good-natured tolerance of delay or incompetence.
<u>Forgiveness</u>	To cease to feel angry or bitter towards a person or about an offense.
<u>Fortitude</u>	Strength of mind that enables one to endure adversity with courage.
<u>Friendliness</u>	Agreeableness is a tendency to be pleasant and accommodating.
<u>Frugality</u>	Prudence in avoiding waste. Being economical with resources.
<u>Generosity</u>	Giving or ready to give freely, free from meanness or prejudice.
<u>Gentleness</u>	Moderate; mild, quite; not rough or severe.
<u>Grace</u>	Elegance and beauty of movement or expression.
<u>Gratitude</u>	Being thankful.
<u>Helpfulness</u>	The quality of providing useful assistance.
<u>Honesty</u>	Truthful; sincere; not lying or cheating.
<u>Honor</u>	Not disposed to cheat or defraud; not deceptive or fraudulent. Worthy of being honored.
<u>Hope</u>	The general feeling that some desire will be fulfilled.
<u>Humbleness</u>	Modest; not arrogant or boastful.
<u>Humility</u>	A disposition to be humble; a lack of false pride.
<u>Humor</u>	The ability to perceive, enjoy, or express what is amusing, comical, incongruous, or absurd.
<u>Idealism</u>	High mindedness: elevated ideals and conduct; the quality of believing that ideals should be pursued.
<u>Integrity</u>	Moral soundness; Integrity is consistency of values and actions. Unbroken completeness with nothing lacking.
<u>Impartiality</u>	Fair. An inclination to weigh both views or opinions equally without bias.
<u>Industry</u>	Diligent, hardworking.
<u>Innocence</u>	Guileless, not guilty.

<u>Joyfulness</u>	The emotion of great happiness
<u>Justice</u>	Fair, impartial, giving a deserved response.
<u>Kindness</u>	Friendly, helpful, well meaning.
<u>Knowledge</u>	Part of the hierarchy made up of data, information and knowledge. Data are raw facts. Information is data with context and perspective. Knowledge is information with guidance for action based upon insight and experience.
<u>Liberality</u>	An inclination to favor progress and individual freedom the trait of being generous in behavior and temperament.
<u>Love</u>	A deep, tender, ineffable feeling of affection and solicitude toward a person, such as that arising from kinship, recognition of attractive qualities, or a sense of underlying oneness.
<u>Loyalty</u>	Steadfast in allegiance to one's homeland, government, or sovereign. Faithful to a person, ideal, custom, cause, or duty.
<u>Magnanimity</u>	The virtue of being great of mind and heart. It encompasses, usually, a refusal to be petty, a willingness to face danger, and actions for noble purposes.
<u>Majesty</u>	Great and impressive dignity.
<u>Meekness</u>	The feeling of patient, submissive humbleness; a disposition to be patient and long suffering.
<u>Mercy</u>	Clemency: leniency and compassion shown toward offenders by a person or agency charged with administering justice.
<u>Moderation</u>	The avoidance of extremes in one's actions or opinions.
<u>Modesty</u>	Freedom from vanity or conceit. Not inclined to boast.
<u>Obedience</u>	Willingness to obey, to be controlled when necessary, to carry out orders.
<u>Openness</u>	Ready and willing to talk candidly. Unsecretive.
<u>Orderliness</u>	Neatness and tidiness. A personality trait which involves the organization of things into a state of order and symmetry. The quality of appreciating method and system.
<u>Patience</u>	The ability to endure delay, trouble, pain or hardship.
<u>Peace</u>	Freedom from mental agitation; serenity.
<u>Perseverance</u>	Being persistent, refusing to stop despite failures, delays and difficulties.
<u>Persistence</u>	Never-ceasing, relentless.

<u>Piety</u>	Humble devotion to a high ideal.
<u>Prudence</u>	Wise or careful in conduct. Shrewd or thrifty in planning ahead.
<u>Punctuality</u>	The quality or habit of adhering to an appointed time.
<u>Purity</u>	Freedom from defilement. Undiluted or unmixed with extraneous material. Unsullied by sin or moral wrong.
<u>Purposefulness</u>	Having a definite goal.
<u>Reliability</u>	Can be trusted to do something.
<u>Resoluteness</u>	The quality of being firm in purpose.
<u>Resourcefulness</u>	The ability to act effectively or imaginatively, especially in regard to difficult situations and unusual problems.
<u>Respect</u>	Admiration for others. Treating people with due dignity.
<u>Responsibility</u>	Having control over and accountability for appropriate events.
<u>Restraint</u>	Holding Back.
<u>Reverence</u>	Profound awe and respect.
<u>Righteousness</u>	Adhering to moral principles. Holiness.
<u>Selflessness</u>	The quality of unselfish concern for the welfare of others.
<u>Self Sacrifice</u>	The giving up of one's own benefit, especially giving up one's life, for the good of others.
<u>Service</u>	Work done by one person or group that benefits another.
<u>Sensitivity</u>	Heightened awareness of oneself and others within the context of social and personal relationships.
<u>Silence</u>	Inner peace. Being silent.
<u>Simplicity</u>	Straightforward; not complex or complicated. Unpretentious.
<u>Sincerity</u>	Free from pretense or deceit in manner or actions.
<u>Sobriety</u>	Serious, solemn and calm. Free from intoxication.
<u>Spontaneity</u>	Natural, not planned.
<u>Steadfastness</u>	Firm, resolute; determinedly unwavering.

<u>Strength</u>	Capable of exerting great force.
<u>Tact</u>	Consideration in dealing with others and avoiding giving offense.
<u>Temperance</u>	Moderation and self-restraint, as in behavior or expression. Restraint in the use of or abstinence from alcoholic liquors/intoxicants.
<u>Thankfulness</u>	Warm friendly feelings of gratitude.
<u>Thrift</u>	The characteristic of using a minimum of something. Saving.
<u>Tolerance</u>	Tending to permit, allow, understand, or accept something; tending to withstand or survive.
<u>Toughness</u>	Strong and durable; not easily damaged.
<u>Tranquility</u>	Serenely quite and peaceful; undisturbed.
<u>Trust</u>	Having confidence in others; lacking suspicion.
<u>Trustworthiness</u>	Able to be trusted or depended on; reliable.
<u>Truthfulness</u>	Accurately depicting what is real.
<u>Understanding</u>	Comprehension, assimilation of knowledge. The holistic awareness of facts.
<u>Unity</u>	Freedom from division. Oneness.
<u>Vitality</u>	Exuberant physical strength or mental vigor, energy.
<u>Wisdom</u>	The trait of utilizing knowledge and experience with common sense and insight.
<u>Wonder</u>	The feeling aroused by something strange and surprising.
<u>Zeal</u>	Ardor. A feeling of strong eagerness. Tireless devotion.

List of **Vices** from Virtue Science

<u>Anger:</u>	Strong passion or emotion of displeasure or antagonism , excited by real or supposed injury or insult to one ' self or others , or by the intent to do such injury.
<u>Arrogance:</u>	Making undue claims in an overbearing manner; that species of pride which consists in exorbitant claims of rank, dignity, estimation, or power, or which exalts the worth or importance of the person to an undue degree; proud contempt of others; lordliness; haughtiness; self-assumption; presumption.
<u>Bragging:</u>	exhibiting self-importance, boastful talk.
<u>Cowardice:</u>	Lack of courage to face danger; extreme timidity; base fear of danger or hurt; lack of spirit.
<u>Disloyalty:</u>	Lack of loyalty; lack of fidelity; violation of allegiance.
<u>Doubt:</u>	Lack of Trust and confidence. To suspect; to fear; to be apprehensive. A feeling of uncertainty or lack of conviction.
<u>Envy:</u>	A feeling of discontent and resentment aroused by and in conjunction with desire for the possessions or qualities of another.
<u>Greed:</u>	An excessive desire to acquire or possess more than what one needs or deserves, especially with respect to material wealth.
<u>Injustice:</u>	The practice of being unjust or unfair.
<u>Impatience:</u>	The quality of being impatient; want of endurance of pain, suffering, opposition, or delay; eagerness for change, or for something expected; restlessness; chafing of spirit; fretfulness; passion.
<u>Jealousy:</u>	The quality of being jealous; earnest concern or solicitude; painful apprehension of rivalry in cases nearly affecting one's happiness; painful suspicion of the faithfulness of husband, wife, or lover.
<u>Recklessness:</u>	Wild carelessness and disregard for consequences. Insufficient consideration.
<u>Sloth:</u>	Aversion to work or exertion; laziness; indolence.
<u>Untrustworthiness:</u>	The trait of not deserving trust or confidence

<u>Vanity:</u>	Inflated pride in oneself or one's appearance.
<u>Weakness:</u>	The quality or state of being weak; want of strength or firmness; lack of vigor; want of resolution or of moral strength; feebleness.
<u>Wrath:</u>	Forceful, often vindictive anger.

Liberals and Conservatives Rely on Different Sets of Moral Foundations

Jesse Graham, Jonathan Haidt, and Brian A. Nosek
University of Virginia

(Abstract)

How and why do moral judgments vary across the political spectrum? To test moral foundations theory (J. Haidt & J. Graham, 2007; J. Haidt & C. Joseph, 2004), we developed several ways to measure people's use of 5 sets of moral intuitions:

- **Harm/care**
- **Fairness/reciprocity**
- **Ingroup/loyalty**
- **Authority/respect**
- **Purity/sanctity**

Across 4 studies using multiple methods, **liberals consistently showed greater endorsement and use of the Harm/care and Fairness/reciprocity foundations** compared to the other 3 foundations, whereas **conservatives endorsed and used the 5 foundations more equally**. These findings help to illuminate **the nature and intractability of moral disagreements in the American “culture war.”**

SPIRAL DYNAMICS VIRTUES

Turquoise	Bliss, Calmness, Contentment, Continuity, Flow, Peace, Serenity, Stillness, <u>Tranquility</u> , Transcendence, Unity
Yellow	Adaptability, Agility, Approachability, Assertiveness, Candour, Congruence, Directness, Functionality, Flexibility, Guidance, Humility, Insightfulness, Inspiration, Integrity, Mastery, Nimbleness, Perceptiveness, Reflection, Persistence, Simplicity, Sincerity, Spontaneity, Synergy, Self-Awareness
Green	Acceptance, Altruism, Appreciation, Awareness, Balance, Compassion, Contribution, Co-operation, Consensus, Diversity, Empathy, Encouragement, Fairness, Generosity, Happiness, Harmony, Mindfulness, Openness, Respect, Selflessness, Sharing, Spirituality, Support
Orange	Affluence, Ambition, Boldness, Capability, Celebrity, Challenge, Confidence, Creativity, Curiosity, Decisiveness, Direction, Drive, Efficiency, Excellence, Exploration, Fame, Freedom, Growth, Independence, Investing, Liberty, Logic, Money, Motivation, Optimism, Prosperity, Professionalism, Proactive, Persistence, Significance, Speed, Success, Recognition, Recreation, Resourcefulness, Status, Uniqueness, Wealth
Blue	Accuracy, Anticipation, Benevolence, Carefulness, Certainty, Charity, Chastity, Conformity, Conscientiousness, Consistency, Control, Conviction, Devotion, Dignity, Diligence, Duty, Discipline, Faith, Fidelity, Holiness, Loyalty, Modesty, Order, Piety, Prudence, Purity, Restraint, Saintliness, Solidarity, Stability, Structure, Thrift, Virtue
Red	Instant gratification, Adoration, Adventure, Aggressiveness, Awe, Bravery, Charm, Courage, Cunning, Desire, Dominance, Endurance, Enjoyment, Excitement, Extravagance, Fearlessness, Ferocity, Heroism, Honour, Hopefulness, Impulse, Meekness, Nerve, Obedience, Surprise, Valour, Victory, Passion, Power, Sacrifice
Purple	Belonging, Camaraderie, Closeness, Dependability, Dreaming, Family, Imagination, Intimacy, Intuitiveness, Love, Mysteriousness, Playfulness, Sacredness, Sensuality, Sexuality, Sympathy, Thankfulness, Trust, Warmth, Watchfulness, Willingness, Folk Wisdom, Wonder
Beige	Survival, Protection, Procreation, Rest

10 simple practices that can help you use your *Virtues* to become a better person

Steve McIntosh

1. Print out your signature virtues and put it in a prominent place in your personal space where you can review it frequently.
2. Memorize your chosen virtues. Repeat them out loud to yourself, tell your companions about them over a meal, and do your best to bring them to mind on a regular basis.
3. Create a weekly ritual to chart the progress of your virtue practice. This was the technique Benjamin Franklin used to practice his famous list of thirteen virtues. Franklin focused on one virtue a week for thirteen weeks. At the end of each week he assessed his performance for that week's virtue and recorded it in his journal.
4. Write a short essay, or blog post about what your chosen virtues mean to you, and what your practice commitment is. Explain, for example, which of your chosen virtues is the strongest and which needs the most work.
5. Write a "Future Me" email (www.futureme.org) to yourself that will prompt you to check-in on how you're doing with your virtue practice after some time has passed.
6. Draw a symbolic picture of each of your chosen virtues. Hand drawing a symbol for each of your virtues will help you keep them in mind. This process is proven to work as a mnemonic device.
7. Combine your virtue practice with a mindfulness practice by repeating your specific list of virtues to yourself just prior to bringing your awareness into the present moment.
8. Start an affinity group or mutual improvement club, and meet once a month to discuss the practice of virtues and related topics.
9. Create a "habit loop" by using a cue from something you see daily to remind you of your commitment to being virtuous. For example, when you look at yourself in the mirror, use that moment to remember the virtues that define who you want to be. Just as the mirror reflects your face, affirm your conviction that your character will reflect your virtues. And when you subsequently act in a virtuous way, reward yourself with a treat, or draw a small star on your *Portrait of the Good*. Celebrate your success!
10. Read more about the power of virtues in one or more of these noteworthy books: *The Nicomachean Ethics* by Aristotle, *After Virtue* by Alasdair MacIntyre, *Natural Goodness* by Philippa Foot, *The Bourgeois Virtues* by Deidre McCloskey, *Ethics and Excellence* by Robert Solomon, *The Power of Character Strengths*, by Niemiec and McGrath and [Developmental Politics](#), by Steve McIntosh.

Additional Resources

The Book of Positive Qualities: 988 Building Blocks for a Good Life: An inspiring compendium of admirable traits to nurture self-improvement. Jim Downs (1996, Warner Books). <http://positivequalities.com/>. Order his very detailed *Positive Qualities Chart*. The book is out of print, so grab a used copy on Amazon. He went even further than I did in building a master list.

Lifebook: A Powerful System for Achieving a Great Life. www.Mylifebook.com.

Wikipedia, the free encyclopedia: www.Wikipedia.com; see Virtue and Vice

Wisdom Commons: www.wisdomcommons.org

Mapping Thinking: www.mappingthinking.com

Hall-Tonna Values Map: www.valuestech.com

Humanity Quest Values: www.humanityquest.com

Virtues Project International: www.virtuesproject.com

Virtue Science: www.virtuescience.com (Large collection of resources)

VIA Classification of Character Strengths: www.viacharacter.org

The RIGHT Way by Dr. Mark Schillinger (Initiation and training for young men): www.YMUW.org

Union of International Associations' Human Values Online:
<http://www.uia.be/sites/uia.be/db/db/x.php?dbcode=va&go=b&b=subject&tsub=8>

Reflections on Robert Moore's Work and Aristotelian-Thomistic Philosophy by Thomas J. Farrell (tfarrell@d.umn.edu)
<http://www.opednews.com/articles/Robert-Moore-s-Theory-About-by-Thomas-Farrell-110718-802.html>

Do the Character Exercise from Steve McIntosh, author of *Developmental Politics. Become a Better Person Through this Brief Exercise in Character Development—Create Your Personal Portrait of the Good:*
<https://www.culturalevolution.org/character-development-exercise/>

How To Be Happy: Aristotle's 11 Guidelines for a Good Life

<http://bigthink.com/scotty-hendricks/aristotles-11-guidelines-for-living-a-good-life>

SCOTTY HENDRICKS



Plato, left, and Aristotle, right, as depicted by Raphael.

While most of us ask “What should I do?” when we think about ethics, many philosophers have approached it by asking, “What kind of person should I be?” These thinkers often turn to **virtue ethics** for answers.

Aristotle, one of the most influential philosophers of all time, developed a comprehensive system of virtue ethics that we can learn from even today.

Why be virtuous?

In the **Nicomachean Ethics**, Aristotle proposed that humans are social, rational animals that seek to “**live well**.” To that end, he proposed a system of ethics designed to help us reach *eudaimonia*, a world that means living well or flourishing.

Eudaimonia is reached by living virtuously and building up your character traits until you don’t even have to think about your choices before making the right one.

Such a person will be happy, but not in the same way as a hedonistic person. They will strive for self-improvement and will live their lives to the fullest. They will be the kind of person that others want to be like. Above all else, they will flourish.

What are virtues?

Aristotle sees virtues as character traits and tendencies to act in a particular way. We gain them through practice and by copying 'moral exemplars' until we manage to internalize the virtue. We become temperate by practicing temperance, courageous by practicing courage, and so on. Eventually, the virtue becomes a habit.

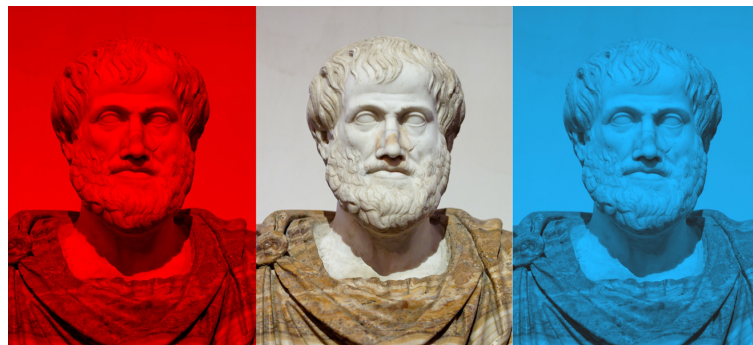
He further explains that each virtue is the “golden mean” between a vice of excess and deficiency. Taking the example of temperance, if we have the vice of deficiency we will be intemperate but if we the vice of excess we will never drink at all. **Aristotle sees both traits as vicious.** The virtuous person will know how much they can drink without having too much or teetotaling.

What are Aristotle's virtues?

The virtues he lists in his Nicomachean Ethics are:

- **Courage:** The midpoint between cowardice and recklessness. The courageous person is aware of the danger but goes in any way.
- **Temperance:** The virtue between overindulgence and insensitivity. Aristotle would view the person who never drinks just as harshly as the one who drinks too much.
- **Liberality:** The virtue of charity, this is the golden mean between miserliness and giving more than you can afford.
- **Magnificence:** The virtue of living extravagantly. It rests between stinginess and vulgarity. Aristotle sees no reason to be ascetic but also warns against being flashy.
- **Magnanimity:** The virtue relating to pride, it is the midpoint between not giving yourself enough credit and having delusions of grandeur. It is a given that you also have to act on this sense of self-worth and strive for greatness.
- **Patience:** This is the virtue that controls your temper. The patient person must neither get too angry nor fail to get angry when they should.

- **Truthfulness:** The virtue of honesty. Aristotle places it between the vices of habitual lying and being tactless or boastful.
- **Wittiness:** At the midpoint between buffoonery and boorishness, this is the virtue of a good sense of humor.
- **Friendliness:** While being friendly might not seem like a moral virtue, Aristotle claims friendship is a vital part of a life well lived. This virtue lies between not being friendly at all and being too friendly towards too many people.
- **Shame:** The midpoint between being too shy and being shameless. The person who has the right amount of shame will understand when they have committed a social or moral error but won't be too fearful not to risk them.
- **Justice:** The virtue of dealing fairly with others. It lies between selfishness and selflessness. This virtue can also be applied in different situations and has a whole chapter dedicated to the various forms it can take.



Each virtue is the midpoint between a vice of deficiency (red) and excess (blue). The virtuous person will tend to the center.

Aristotle sees ethics as more of an art than a science, and his explanations purposely lack specifics. We have to learn what the right approach to a situation is as part of our moral development.

He also doesn't mean to say that we can't break the rules. Just because a person is honest, for example, doesn't mean they can't lie when they need to. This makes virtue ethics more flexible than **deontological systems** of ethics but also harder to use since we have to determine when we can lie, get angry, or be prideful on our own.

This list seems a little strange. Keep in mind that this list was designed for upper class, Greek men who had a decent education and a fair amount of luck. The virtue of magnificence, for example, would be impossible for a person of limited means to practice.

Most of the virtues on the list always have relevance to us though. As philosopher **Martha Nussbaum** explains, “What [Aristotle] does, in each case, is to isolate a sphere of human experience that figures in more or less any human life, and in which more or less any human being will have to make some choices rather than others.”

We must all face danger at some point, so we must ask how to be courageous. We must all deal with other people, so we must ask how to be friendly. We all get angry, so we must ask how to be patient. The virtues Aristotle lists remain relevant even if the world they were created for has long vanished.

While the exact nature of what the good life is and how to reach it is subject to never-ending debate, the ideas of great minds are always relevant. While some of Aristotle’s views may not be as relevant now as they were 2,000 years ago, they can still inform our efforts to live better lives. While not every person that tries to live up to the virtues will succeed in every case, wouldn’t we be better for trying?

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“He who looks upon opposites as equals, who has risen above duality, and thus freed himself from both vice and virtue, is a Yogi. Verily, work done to perfection is Yoga. Yoga is skill in action.”

~ Bhagavad-Gita (Ch. 2, V. 50)