

# ENDORPHINOMICS INDEX OF POSITIVE HUMAN VALUES



## The Values that Enhance Individual and Communal Flourishing

Prioritize these values by rating each **Master Value** a **1, 2, or 3**. 1 means “very important,” 2 means “somewhat important” and 3 means “not important” to you. Go fast and trust your gut. If a word in parentheses resonates with you, circle it.

### 1. Personal Operating System

#### *Culturally Endorsed Values*

- Work Ethic (industriousness, productivity, staying busy, diligence)
- Self-Direction (entrepreneurial self-starter, independent thought and action, need little supervision, master of own destiny)
- Competition (winners and losers, no monopolies or cartels, free markets)
- Respect for Authority (hierarchy, honor, social order, institutions, status)
- Conformity (fit in, suppress impulses that might upset others or violate social norms, harmonious group functioning)
- Heroism (self-sacrifice for the good of the group)
- Tradition (respect for customs, values and beliefs of one’s culture or religion; support group solidarity and survival)
- Purity (chastity; respect for taboos, customs and sacred objects and places; devoutness, piety)
- Prosperity (abundance of money, wealth and resources)
- Power (influence and control over money, people and resources)
- Status (respect, social recognition, admiration)
- Image (looking good, fashionable)

#### *Personal Growth Values*

- Positive Emotions (autonomy, competence, connection, self-esteem, pleasure, security, etc.)
- Self-Actualization (meaningful growth, positive change, integration of different aspects of self into a synergistic, holistic, authentic state of being, fulfilling your potential, adapting, flourishing)
- Personal Responsibility (conscientiousness, accountability, reliability, do what you say you’ll do, punctual)
- Self-Expression (individualism, non-conformity, being yourself, expressing your opinions and experiences)
- Self-Esteem (self-respect, honor, confidence, dignity)
- Integrity (authenticity, free from inner conflict and incongruities, will stand up for things that matter)

Rick O. Helbing CFP®, ChFC

Mailing address:  
15 Paradise Plaza #354  
Sarasota, FL 34239

Office address:  
1911 N. Lakeshore Dr.  
Sarasota, FL 34231  
941.375.7320 office  
941.320.5532 cell

rick@suncoastadvisorygroup.com  
www.suncoastadvisorygroup.com  
www.freshfinancialideas.com



Connect with Rick!

**25 YEARS+**  
OF DEDICATED SERVICE

**SOMEDAY  
BEGINS  
TODAY**

## ENDORPHINOMICS INDEX OF POSITIVE HUMAN VALUES



### 2. Personal Powers

- \_\_\_ Engagement (flow, immersion, absorption, effortlessness)
- \_\_\_ Self-Control (self-regulation, willpower, discipline over impulses and urges, deferred gratification)
- \_\_\_ Zest (vitality, enthusiasm, vigor, aliveness, energy)
- \_\_\_ Health (physical and mental well-being, absence of stress, pain and disease)
- \_\_\_ Physical Fitness (proper exercise and diet, lean, muscular, flexible and muscular, active lifestyle)
- \_\_\_ Competence (skills, mastery, specialized knowledge, abilities, talents, character strengths, self-sufficiency)
- \_\_\_ Creativity (imagination, originality, ingenuity, innovation, inspiration, concepts and ideas, art, music, writing)
- \_\_\_ Learning (acquiring new knowledge and developing skills, adding to and refining mental models, optimizing your personal operating system)
- \_\_\_ Critical Thinking (listen to all sides, able to change mind in light of evidence, thorough & logical decisions)
- \_\_\_ Wisdom (perspective, using insights to advise, coach, counsel and guide others)
- \_\_\_ Accomplishment (successes and achievements, making a positive contribution, completing meaningful goals and projects)
- \_\_\_ Honesty (truth, sincerity, open communication, moral courage)
- \_\_\_ Perseverance (persistence, industriousness, finish what you start, overcome challenges and obstacles)
- \_\_\_ Valor (bravery, physical and moral courage, will fight to protect values and stand for what's right)
- \_\_\_ Intelligence (learn quickly, able to transform knowledge into action, good problem solver and flexible thinker)

### 3. Passions

- \_\_\_ Curiosity (interest, novelty seeking, exploration, openness to new experiences and ideas)
- \_\_\_ Beauty (balance, aesthetics, form, design, symmetry, awe, wonder, elevation)
- \_\_\_ Excellence (mastery, genius, brilliance, merit)
- \_\_\_ Excitement (stimulation, novelty, thrills, risk, variety, adventure)
- \_\_\_ Pleasure (sensory stimulation and gratification, intellectual stimulation, warmth, movement, luxury, aesthetics)
- \_\_\_ Comfort (material abundance, leisure, low stress and mostly positive experiences)

### 4. Purpose

- \_\_\_ Meaning (purpose, direction, belonging and committing to something more significant than yourself)
- \_\_\_ Contribution (making a positive difference, supporting the community or greater good, give more than you take)
- \_\_\_ Gratitude (appreciation, thankfulness, gratefulness)
- \_\_\_ Spirituality (inner harmony, connection with the divine, oneness, transcending ordinary consciousness, profound sense of purpose and meaning)
- \_\_\_ Religiousness (faith in a divine being; sacred text; doctrines and historical religious figures that provide purpose, comfort and meaning)

## ENDORPHINOMICS INDEX OF POSITIVE HUMAN VALUES



### 5. Positive People

- Connection (empowering relationships, love, friendships, family, romance, intimacy, active in groups)
- Kindness (generosity, empathy, benevolence, nurturance, compassion, niceness)
- Humor (playfulness, smiles, the lighter side of life, jokes, funny stories and laughter)
- Social Intelligence (emotional and intrapersonal talents, empathy and understanding others' states of mind)
- Helpfulness (concern for others, support, cooperation, benevolence, win-win, altruism)
- Forgiveness (mercy, second chances, accepting flaws and transgressions of others)
- Care (do not harm others, nonviolence, protecting human life and well-being, peace, charity, nurturance, altruism)
- Fairness (reciprocity, equality in rights and opportunities for all, honest dealing, justice)
- Humility/Modesty (not feeling superior to others, letting your accomplishments speak for themselves, treating everyone as equal to you)
- Loyalty (to family, community, worthy groups and nation, self-sacrifice for group, patriotism)
- Leadership (consensus building, inspiring others to act, positive role models)
- Teamwork (citizenship, social responsibility, contribution to shared goals, social harmony and cohesion, synergy)

### 6. Positive Places

- Inspiration (flash of insight, flow of ideas or artistic creation, motivated to create,)
- Connection with Nature (sacred places; love of plants, animals, rocks, trees, clouds, stars, rain, waterfalls, sunsets and the outdoors)
- Democracy (representative government; one-person, one-vote; rule of law; property rights; free markets)
- Freedom (autonomy, sovereignty, freedom of speech, liberty, independence, self-rule, master of your life)
- National Security (secure borders; civil order; economic stability; low organized crime and corruption; free from fear of conquest, civil war, invasion, rebellion, or annihilation)
- Personal Security (physical safety, civil rights, property rights, low crime and violence, safe homes and communities)

### 7. Sustainability

- Optimism (hope, faith, future-mindedness, believe you can create a better future)
- Prudence (wisely cautious in planning for the future, thinking through the potential results of actions or thoughts, saving for a rainy day)
- Financial Sustainability (money in the bank, predictable income, spend less than you take home, insurance, control personal finances and investments, preserve resources for future generations)
- Ecological Sustainability (environmentalism, food security, clean air, water, and land; healthy and diverse ecosystem, conserve resources, leave the Earth a better place for future generation)