Appendix I

Content Values Cards
### Personal Values

- Modesty
- Loyalty
- Faithfulness

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### Economic Values

- Financial responsibility
- Maximizing profit
- Frugality

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Ethical Values

• Integrity
• Justice
• Fairness

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Philanthropic Values

• Contribution of time
• And money
• To care for others

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Financial Values

- Financial independence
- Preservation of wealth
- Stewardship

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Public Values

- Good citizenship
- Community involvement
- Government service

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Physical Values

- Health
- Relaxation
- Quiet time alone
- Exercise

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Spiritual Values

- Inner spirituality
- Faith
- Religious commitments

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Relational Values

- Family
- Friends
- Work associates

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Cultural Values

- Music
- Visual arts
- Travel

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Work Values

- Professional achievement
- Competence
- Stewardship

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Educational Values

- Study
- Self-improvement
- Academic achievement

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Recreational Values

- Sports
- Leisure activity
- Hobbies
- Family vacations

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Material Values

- Possessions
- Life style
- Social standing

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