Common Shared Family Values*

- Accountability
- Adding Value
- Compassion
- Creativity
- Collective Good
- Community
- Communication
- Common Sense
- Continuous Improvement
- Development
- Involvement
- Integrity
- Entrepreneurial spirit
- Ethical Conduct
- Education
- Engagement
- Empowerment
- Faith
- Family
- Fun
- Generosity
- Governance
- Happiness
- Honesty

- Individuality
- Inclusiveness
- Integrity
- Justice
- Loyalty
- Long-term Thinking
- Mutual respect
- Meritocracy
- Productivity
- Openness
- Philanthropy
- Practical Realism
- Risk-taking
- Respect
- Relationships
- Self-Reliance
- Servant Leadership
- Social purpose
- Social Commitment
- Social Responsibility
- Stewardship
- Transparency
- Trust
- Wholeheartedness

*Compiled from a variety of sources: Craig E Aranoff and John L. Ward, Family Business Values (2011); Scott E. Friedman, Family Business and Positive Psychology (2013); PwC, Fostering family value(s): Managing culture and behavior in the family business (2012)