Trustworthiness
Be honest • Don’t deceive, cheat, or “milk” a client for time • Be reliable — do what you say you’ll do • Have the courage to do the right thing • Build a good reputation • Be loyal — stand by your family, friends, and company. • Be truthful, sincere and candid in a forthright and respectful manner • Conduct yourself with integrity

Respect
Treat others with respect; follow the Golden Rule • Be tolerant and accepting of differences • Use good manners, not bad language • Be considerate of the feelings of others • Deal peacefully with anger, insults, and disagreements • Be an attentive listener • Support others in a manner to allow them to make informed decisions.

Responsibility
Do what you are supposed to do • Plan ahead • Persevere: keep on trying! • Always do your best • Use self-control • Be self-disciplined • Think before you act — consider the consequences • Be accountable for your words, actions, and attitudes • Set a good example for others • Pursue excellence and exercise self-restraint • Own what you do • Improve yourself

Fairness
Play by the rules • Be open-minded; listen to others • Don’t take advantage of others • Don’t blame others

Empathy
Be kind • Be compassionate and show you care • Express gratitude • Forgive others • Help people in need

Ownership
Do your share to make your company and community better • Cooperate • Get involved • Stay informed • Be a good steward • Obey laws and rules • Respect authority • Volunteer