

# Core Values

Below are 25 Core Values with definitions that often influence the way that we approach money.

1. **Curiosity:** a strong desire to know or learn something
2. **Perseverance:** persistence in doing something despite difficulty or delay in achieving success
3. **Balance:** stability of one's mind or feelings
4. **Confidence:** the feeling or belief that one can rely on someone or something; firm trust
5. **Career:** an occupation undertaken for a significant period of a person's life and with opportunities for progress
6. **Contentment:** a state of happiness and satisfaction
7. **Creativity:** the use of the imagination or original ideas
8. **Courage:** the ability to do something that frightens one
9. **Family:** a group of people living or working together as a unit, whether related or unrelated who support and love one another in reaching a common goal
10. **Freedom:** the power or right to act, speak, or think as one wants without hindrance or restraint
11. **Fun:** enjoyment, amusement, or lighthearted pleasure
12. **Generosity:** the quality of being kind and generous
13. **Home:** a place where something flourishes, is most typically found, or from which it originates
14. **Learning:** the acquisition of knowledge or skills through experience, study, or by being taught
15. **Love:** an intense feeling of deep affection or a great interest/pleasure in something
16. **Optimism:** hopefulness and confidence about the future or the successful outcome of something
17. **Peace:** freedom from disturbance; tranquility and/or a mental state of calm and serenity
18. **Resourcefulness:** the ability to find quick and clever ways to overcome difficulties
19. **Safety:** the condition of being protected from or unlikely to cause danger, risk, or injury
20. **Stability:** not likely to change or fail; firmly established
21. **Time:** the favorable or appropriate time to do something; the right moment to do the things you want to do
22. **Travel:** explore the world around you and find adventure
23. **Understanding:** an individual's perception or judgment of a situation
24. **Wealth:** a plentiful supply of a particular desirable thing; such as money, love, or time
25. **Well-being:** the state of being comfortable, healthy, or happy

# SMART Goals

**S**

***Specific***  
*simple, sensible,  
significant.*

Your goal should be clear and specific.

**M**

***Measurable***  
*meaningful,  
motivating.*

You should be able to have goals that you can measure as that helps you to reach your goal.

**A**

***Achievable***  
*agreed,  
attainable.*

In order to reach your goal, you need to be realistic when setting it.

**R**

***Relevant***  
*reasonable, realistic  
and resourced,  
results-based.*

You want to make sure that the goal fits within your plan. If a goal doesn't make sense, you will have no reason to achieve it.

**T**

***Time bound***  
*time-based, time  
limited, time/cost  
limited, timely,  
time-sensitive.*

When setting a goal, you want to be able to achieve it within a certain time period.