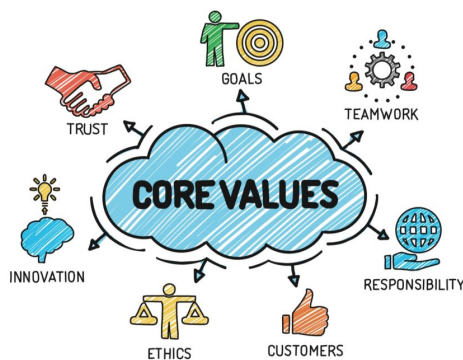


What are Core Values and why they are important



Core values are the fundamental beliefs and guiding principles that shape your decisions, behaviours, and overall way of life. They represent what is most important to you, influencing how you interact with others, set goals, and make choices.

These values act as an internal compass, helping you stay aligned with your authentic self and navigate challenges with clarity and purpose. They can be **personal** (e.g., **integrity, authenticity, growth, compassion**) or **professional** (e.g., **innovation, teamwork, excellence**).

Integrity

Integrity is the quality of being honest, ethical, and consistent in your principles and actions. It means doing the right thing even when no one is watching and standing by your values despite challenges or pressure.

Authenticity

Authenticity is about being genuine, honest, and true to oneself. It means embracing individuality, transparency, and integrity in all actions and decisions.

Growth

Growth represents continuous improvement, learning, and development—both personally and professionally. It involves embracing challenges, adapting to change, and striving for excellence.

Compassion

Compassion is about showing kindness, empathy, and care for others. It involves understanding and addressing the needs of those around you, whether in personal relationships, workplaces, or communities. This value fosters a culture of support and emotional intelligence.

CORE VALUES

ICON SET



Understanding your **core values** helps guide your decisions, shape your identity, and create a meaningful life. When you know what truly matters to you, you can live with clarity, confidence, and purpose. Your values act as a **compass**, helping you make choices that **align** with who you are and what you want. Without them, life can feel aimless or driven by external pressures.