



The following are examples that have been taken from a variety of different companies and organisations. This list is by no means exhaustive.

Nouns	Verbs
<ul style="list-style-type: none"> • Accountable • Caring • Courageous • Constant improvement • Collaborative • Committed • Cost-consciousness • Diversity • Empathy • Innovative • Integrity • Leadership • Passion • Performance • Perseverance • Quality • Respect • Team players 	<ul style="list-style-type: none"> • If it is to be, it's up to me • We work to make people belong • We are brave • Try new things • We work together to leverage collective talent • We do what we say- Always • We're always the lowest cost • We value everyone • We show we care • We look at problems from different angle • We do the right thing, or we are consistently open, honest, ethical and genuine • We strive to create a better future • We use our drive and commitment to energise, engage and inspire others • We strive to be the best • We go on until then end • What we do, we do well • We are good to one another • We work with you