COURAGE

strength to withstand danger, fear, or difficulty

‘Tis the business of little minds to shrink; but he whose heart is firm, and whose conscience approves his conduct, will pursue his principles unto death.

-Thomas Paine (1737-1809), patriot and author of Common Sense

You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face.

-Eleanor Roosevelt (1884-1962), First Lady of the United States

Courage is doing what you’re afraid to do. There can be no courage unless you’re scared.

-Eddie Rickenbacker (1890-1973), World War I veteran and hero

INITIATIVE

action independent of outside influence

Organization can never be a substitute for initiative and for judgment.

-Louis D. Brandeis (1856-1941), U.S. Supreme Court Justice

Time is neutral and does not change things. With courage and initiative, leaders change things.

-Jesse Jackson (b. 1941), activist and civil rights leader

Anything is possible. You can be told that you have a 90-percent chance or a 50-percent chance or a 1-percent chance, but you have to believe, and you have to fight.

-Lance Armstrong (b. 1971), athlete
HONOR
adherence to virtuous principles; being true to one’s word

Ability without honor is useless.
-Cicero (c. 106 B.C.), Roman philosopher and statesman

Honour[‘s] connection with virtue is indissoluble.
-James Wilson (1742-1798), patriot and Framer of the United States Constitution

Always stand on principle, even if you stand alone.
-John Quincy Adams (1767-1848), sixth President of the United States

JUSTICE
being fair in respecting the rights of all

The best and only safe road to honor, glory, and true dignity is justice.
-George Washington (1732-1799), first President of the United States

Justice is the end of government. It is the end of civil society.
-James Madison (1751-1836), Father of the Constitution and fourth President of the United States

Injustice anywhere is a threat to justice everywhere.
-Martin Luther King, Jr. (1929-1968), Baptist minister and civil rights leader
MODERATION
avoidance of extremes or excesses

It is the sign of a great mind to dislike greatness, and prefer things in measure to things in excess.
-Seneca (c. 565 BC), Roman philosopher and politician

This much, then, is clear in all our conduct, it is the mean that is to be commended.
-Aristotle (384-322 BC), Greek philosopher

Moderation in temper is always a virtue; but moderation in principle is always a vice.
-Thomas Paine (1737-1809), patriot and author of Common Sense

PERSEVERANCE
to persist in spite of opposition or discouragement

Perseverance is more prevailing than violence; and many things which cannot be overcome when they are together, yield themselves up when taken little by little.
-Plutarch (c. 46-120 AD), Greek biographer and moralist

Great difficulties may be surmounted by patience and perseverance.
-Abigail Adams (1744-1818), patriot, wife of President John Adams and mother of U.S. President John Quincy Adams

Perseverance is a great element of success. If you only knock long enough and loud enough at the gate, you are sure to wake up somebody.
-Henry Wadsworth Longfellow (1807-1882), poet
RESPECT
high or special regard

In republics, the great danger is, that the majority may not sufficiently respect the rights of the minority.

- James Madison (1751-1836), fourth President of the United States

A way of life that is odd or even erratic but interferes with no right or interests of others is not to be condemned because it is different.

- Warren E. Burger (1907-1995), United States Supreme Court Justice

Respect your fellow human being, treat them fairly, disagree with them honestly, enjoy their friendship, explore your thoughts about one another candidly, work together for a common goal and help one another achieve it. No destructive lies. No ridiculous fears. No debilitating anger.

- Bill Bradley (b. 1943), basketball player and U.S. Senator

RESPONSIBILITY
to answer for one’s conduct

The consciousness of having discharged that duty which we owe to our country is superior to all other considerations.

- George Washington (1732-1799), first President of the United States

I believe that every right implies a responsibility; every opportunity, an obligation; every possession, a duty.

- John D. Rockefeller, Jr. (1874-1960), philanthropist

I think of a hero as someone who understands the degree of responsibility that comes with his freedom.

- Bob Dylan (b. 1941), musician and activist
RESOURCESFULNESS

able to act effectively or imaginatively, especially in difficult situations

To cherish and stimulate the activity of the human mind, by multiplying the objects of enterprise, is [how] the wealth of a nation may be promoted.

–Alexander Hamilton (1755-1804), U.S. Secretary of the Treasury

Man’s greatness consists in his ability to do and the proper application of his powers to things needed to be done.

–Frederick Douglass (1818-1895), abolitionist, author, and orator

Innovation distinguishes between a leader and a follower.

–Steve Jobs (b. 1955), co-founder and CEO of Apple, Inc.

VIGILANCE

being alert, watchful, and willing to assert oneself to protect rights

The price of liberty is eternal vigilance.

–Thomas Jefferson (1743-1826), author of the Declaration of Independence and third President of the United States

The vigilant and manly spirit which actuates the people of America [is] a spirit which nourishes freedom.

–James Madison (1751-1836), Father of the Constitution and fourth President of the United States

When good people in any country cease their vigilance... then evil men prevail.

–Pearl Buck (1892-1973), American novelist