

BRING YOUR BRAIN TO WORK

**USING COGNITIVE SCIENCE TO GET A JOB, DO
IT WELL, AND ADVANCE YOUR CAREER**

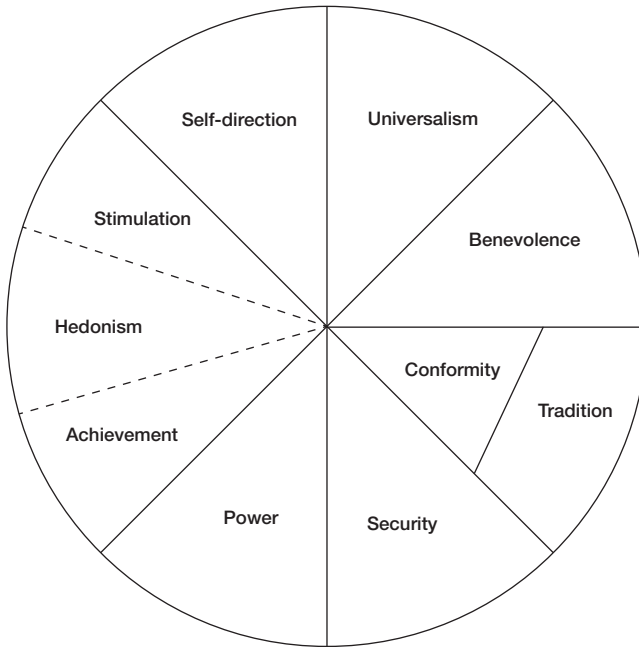
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FIGURE 2-1

Ten universal values



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TABLE 2-1

Value definitions

Power: Control over people and resources, social status

Achievement: Personal success (as defined by social standards)

Hedonism: Pleasure, enjoyment, and self-gratification

Stimulation: Excitement, pursuit of novelty and challenge

Self-direction: Independence in thought and action; creativity

Universalism: Tolerance, appreciation, and acceptance of all people and nature

Benevolence: Helping others and protecting their welfare

Conformity: Restraining actions and impulses to fit social norms

Tradition: Respect for cultural customs, norms, and ideas

Security: Safety and stability in self, society, and relationships
