



Community

People whose self-congruence exhibits traits associated with a strong sense of belonging, collaboration, and shared purpose within groups.

1. Family Oriented

People whose self-congruence exhibits traits associated with valuing familial bonds, nurturing relationships, and prioritizing loved ones.
(e.g., Parenting, Disney World, Positive Parenting Solutions, Family Relationships, Stay-at-Home Moms / Dads, Household Budget).

2. Friendly

People whose self-congruence exhibits traits associated with warmth, openness, and approachability in social interactions.
(e.g., Random Acts of Kindness, World Happiness Report, The Happiness Project, Comedy Shows, Open Hearts Foundation).

3. Locally-Driven

People whose self-congruence exhibits traits associated with engagement with and support for local communities, businesses, and causes.
(e.g., Country Living, Local Businesses, Hometown Life, Family Traditions, Small Town Christmas).

4. Secure

People whose self-congruence exhibits traits associated with stability, confidence, and a need for safety in their lives and decisions.
(e.g., Financial Stability Board, Attachment Style, Self-Confidence, Decision-Making Process, Empathy Lab (Google Empathy Lab)).

5. Sentimental

People whose self-congruence exhibits traits associated with emotional connections to memories, traditions, and meaningful objects or people.
(e.g., Hallmark Channel Christmas, Remembrance Day, Romantic Relationship, Creating Keepsakes, The Power of Introverts).

6. Sustainable-Neighbor

People whose self-congruence exhibits traits associated with environmental responsibility and community-minded, eco-conscious behavior
(e.g., Zero Waste Home, Electric Vehicle, Sustainable Living Plan, Minimalism, Farm-to-Table, Recycling Centers, Solar Panels Installed).

7. Wholesome

People whose self-congruence exhibits traits associated with healthy lifestyles, moral integrity, and down-to-earth values.
(e.g., Whole Foods Market, Effective Altruism, Healthy Lifestyle, Center for Compassion, Positive Psychology Center, Clean Eating).

Integrity

People whose self-congruence exhibits traits associated with honest, consistency, and alignment between values and actions.

8. Hard-Working

People whose self-congruence exhibits traits associated with diligence, perseverance, and pride in effort and accomplishment.
(e.g., Entrepreneurship, Work Ethic, Productivity Tools, Motivation Monday / Monday Motivation, Entrepreneurial Mindset).

9. Honest

People whose self-congruence exhibits traits associated with transparency, trustworthiness, and straightforward communication.
(e.g., Public Integrity Bureau, The Honest Company, Authenticity Verified, Virtue Ethics, Tech Transparency Project).

10. Informed

People whose self-congruence exhibits traits associated with awareness of current events, curiosity, and fact-based decision-making.
(e.g., Latest News & Headlines, Educational Research, Bleeding Edge, News Aggregator, The Futuristic Podcast).

11. Practical

People whose self-congruence exhibits traits associated with realism, efficiency, and an emphasis on functionality over flash.
(e.g., Common Sense Media, Organized Simplicity, Practical Self Reliance, The Humbled Homemaker, Positive Psychology Center).

12. Reliable

People whose self-congruence exhibits traits associated with dependability, follow-through, and a consistent presence for others.
(e.g., Consumer Reports, Duracell, Trusted Media Brands, Car Reliability Survey, Loyalty Programs, Time Management).

13. Resilient

People whose self-congruence exhibits traits associated with adaptability, emotional strength, and the ability to recover from setbacks.
(e.g., Grit & Grace, Become Mentally Tougher, Strength Training, Built Ford Tough, The Assertiveness Workbook, Darn Tough Vermont).

14. Sincere

People whose self-congruence exhibits traits associated with genuine expression, heartfelt intent, and authenticity in interactions.
(e.g., Mr. Rogers, Genuineness, Community Resilience, Bravery Project, Resilience Toolkit, Opinion Editorial, Higher Perspective).

Originality

People whose self-congruence exhibits traits associated with creative thinking, uniqueness, and nonconformity in expression and ideas.

15. Adventurous

People whose self-congruence exhibits traits associated with a willingness to explore, take risks, and embrace the unknown.
(e.g., National Geographic Journeys, The North Face, Choose Your Own Adventure, Daring Greatly, Outdoor Adventure Center).

16. Authentic

People whose self-congruence exhibits traits associated with staying true to oneself, regardless of trends or social pressure.
(e.g., Authentic Happiness, Pursuing My True Self, The Realistic Mama, Hashtag Authentic, Chobani, Utopia for Realists).

17. Imaginative

People whose self-congruence exhibits traits associated with creative vision, fantasy, and the capacity to dream beyond the ordinary.
(e.g., Adobe Creative Cloud, Etsy, Imagination Institute, The Imagination Tree, Pinterest Inspiration, Martha Stewart Living).

18. Independent

People whose self-congruence exhibits traits associated with self-reliance, autonomy, and a preference for forging their own path.
(e.g., Declaration of Independence, Rugged Individualist, Freedom of Expression, Independent Business, The Self-Reliant Road Show).

19. Outdoorsy

People whose self-congruence exhibits traits associated with a love of nature, physical activity, and time spent in natural environments.
(e.g., REI Co-op, The Nature Conservancy, Camping / Tent Camping, Hiking Trails / Hiking Project, Backpacking Light, Eddie Bauer).

20. Technical

People whose self-congruence exhibits traits associated with logical problem-solving, mastery of systems, and precision in execution.
(e.g., Microsoft Corporation, Software Engineer / Developer, NASA Scientists, Data Scientist, Mechanical / Electrical Engineers).

21. Trendy

People whose self-congruence exhibits traits associated with style-conscious behavior and enthusiasm for what's current and fashionable.
(e.g., New York Fashion Week, Instagram Influencer, Fashion Nova, Google Trends, Kardashian/Jenner, Paris Fashion Week, Lululemon).

Power

People whose self-congruence exhibits traits associated with control, influence, and the pursuit of status and authority.

22. Ambitious

People whose self-congruence exhibits traits associated with goal-oriented behavior, aspiration for success, and a drive to excel.
(e.g., Forbes, The Economist, Wall Street Journal, The Motley Fool, Kiplinger Personal Finance, Bloomberg Businessweek, Chief Economist).

23. Charismatic

People whose self-congruence exhibits traits associated with magnetic charm, confidence, and the ability to inspire others.
(e.g., Modern Etiquette Made Easy, Instagram Influencers, Fine Dining, Paris Fashion Week, Rolex, Apple Inc., Cartier High Jewelry).

24. Decision-Makers

People whose self-congruence exhibits traits associated with strategic thinking, leadership, and taking initiative in complex situations.
(e.g., Learning and Development, The Expertise Economy, Self-Confidence Formula, Active Learning, Domain Expertise, Knowledge Quiz).

25. Influential

People whose self-congruence exhibits traits associated with the ability to shape opinions, behaviors, and social or cultural trends.
(e.g., Keynote Speech, Power Lunch, Diplomatic Privileges, Professional Persuasion, Board of Supervisors, Fashionable Business Attire).

26. Intelligent

People whose self-congruence exhibits traits associated with analytical thinking, depth of knowledge, and love of learning.
(e.g., Mensa Member / International Mensa, Ivy League Universities, NASA Scientists / Astronauts, Curiosity Podcast / Curiosity Daily).

27. Luxury

People whose self-congruence exhibits traits associated with refined taste, indulgence in premium experiences, and appreciation of quality.
(e.g., Louis Vuitton, Rolex, Christian Dior Haute Couture, Gucci, Ferrari, Patek Philippe, Burberry, Cannes Yachting Festival).

28. Professional

People whose self-congruence exhibits traits associated with competence, polish, and a commitment to standards and performance in work.
(e.g., Wall Street Journal, The Boardroom Podcast, Corporate Executives, Business Networking, The Millionaire Next Door, Marketing Executives, Risk Management Summit).