

WISDOM

Creativity: Originality; adaptive; ingenuity

Curiosity: Interest; novelty-seeking; exploration; openness to experience

Judgment: Critical thinking; thinking things through; open-minded

Love of Learning: Mastering new skills & topics; systematically adding to knowledge

Perspective: Wisdom; providing wise counsel; taking the big picture view

COURAGE

Bravery: Valor; not shrinking from fear; speaking up for what's right

Perseverance: Persistence; industry; finishing what one starts

Honesty: Authenticity; integrity

Zest: Vitality; enthusiasm; vigor; energy; feeling alive and activated

HUMANITY

Love: Both loving and being loved; valuing close relations with others

Kindness: Generosity; nurturance; care; compassion; altruism; "niceness"

Social Intelligence: Emotional intelligence; aware of the motives/feelings of self/others, knowing what makes other people tick

JUSTICE

Teamwork: Citizenship; social responsibility; loyalty

Fairness: Just; not letting feelings bias decisions about others

Leadership: Organizing group activities; encouraging a group to get things done

TEMPERANCE

Forgiveness: Mercy; accepting others' shortcomings; giving people a second chance

Humility: Modesty; letting one's accomplishments speak for themselves

Prudence: Careful; cautious; not taking undue risks

Self-Regulation: Self-control; disciplined; managing impulses & emotions

TRANSCENDENCE

Appreciation of Beauty and Excellence: Awe; wonder; elevation

Gratitude: Thankful for the good; expressing thanks; feeling blessed

Hope: Optimism; future-mindedness; future orientation

Humor: Playfulness; bringing smiles to others; lighthearted

Spirituality: Religiousness; faith; purpose; meaning



VIA Fact Sheet

VIA Institute

- The VIA Institute on Character, a non-profit organization in Cincinnati, OH, was created in 2000 by Dr. Neal Mayerson, under the guidance of Dr. Martin Seligman.

VIA Classification

- The VIA Classification of six virtues and 24 character strengths is the result of a three-year project reviewing the best thinking on virtue and positive human qualities in philosophy, virtue ethics, moral education, psychology, and theology, spanning 2500 years.
- The work was conducted under the auspices of the VIA Institute, Seligman, 55 leading scientists, and directed by Professor Chris Peterson.
- The 24 character strengths have been found to be universal across religions, cultures, nations, and belief systems, and are considered the “basic building blocks” to a flourishing life.
- This work is reviewed in the scholarly text, *Character Strengths and Virtues* (2004).

VIA Survey

- The VIA Inventory of Strengths (VIA-IS), nicknamed the “VIA Survey,” is the scientific tool that measures the 24 character strengths. It has been taken by over 3 million people.
- It is the *only* strengths survey in the world that is free, online, and psychometrically valid.
- The VIA Survey has been used by thousands of practitioners around the globe from the worlds of business, education, medicine, psychology, counseling, and coaching. Hundreds of researchers have published VIA character strengths research in scientific journals.

VIA Reports

- *Free report*: After anyone takes the free VIA Survey, they are offered immediate results including their profile of character strengths, ranked from 1 to 24. Cost: Free.
- *VIA Me Pathways Report*: A consumer-friendly report with graphs, tips, quotes, and strategies for working with one’s highest character strengths. Cost: \$20.
- *VIA Pro Report*: An extensive report used to help practitioners better understand their client’s strengths; reviews signature strengths, the latest research, & best practices. Cost: \$40.
- *VIA Youth Decoder Report*: A fun, engaging review of character strengths for youth (ages 10-17) that complete the Youth version of the VIA Survey. Cost: \$10.
- *VIA Pro TEAM Report*: An extensive report used by consultants and leaders in the business world to capitalize and leverage team strengths. Cost: \$15 per team member.

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