



# VIA FACT SHEET

## About VIA Institute

The VIA Institute on Character is a non-profit organization in Cincinnati, Ohio, 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 3-year project reviewing the best thinking on virtue and positive human qualities in philosophy, virtue ethics, moral education, psychology, and theology, spanning 2,500 years.
- ▶ The work was conducted under the auspices of the VIA Institute, Seligman, and 55 leading scientists, and was 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” of a flourishing life.
- ▶ Reviewed in the scholarly text, *Character Strengths and Virtues* (2004).

## VIA Survey

- ▶ The VIA Inventory of Strengths (VIA-IS, the “VIA Survey”) is the scientific tool measuring 24 character strengths that has been taken by over 2 million people.
- ▶ The ONLY free, online, and psychometrically valid strengths survey in the world.
- ▶ The VIA Survey has been used by thousands of practitioners globally 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 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**
- ▶ **VIA Youth Report (ages 10-17):** A fun, informational report for individuals who complete the VIA Youth Survey with detailed descriptions, graphs, suggested activities, and more. **Cost: \$10**

## CONTACT US

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# The VIA Classification of 24 Character Strengths

ViaCharacter.org

## WISDOM

### CREATIVITY

- Originality
- Adaptive
- Ingenuity

### CURIOSITY

- Interest
- Novelty-Seeking
- Exploration
- Openness

### JUDGMENT

- Critical Thinking
- Thinking Things Through
- Open-mindedness

### 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



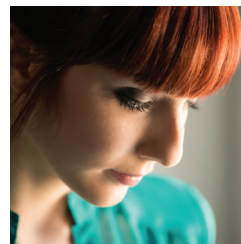
## HUMANITY

### LOVE

- Both Loving and Being Loved
- Valuing Close Relations with Others

### KINDNESS

- Generosity
- Nurturance
- Care & Compassion
- Altruism
- "Niceness"



### SOCIAL INTELLIGENCE

- Aware of the Motives/Feelings of Self/Others
- Knowing what Makes Other People Tick

## JUSTICE

### TEAMWORK

- Citizenship
- Social Responsibility
- Loyalty



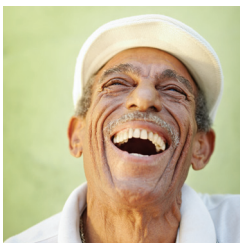
### FAIRNESS

- 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 & 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