

Acceptance  
 Accountability  
 Appreciation  
 Assertiveness  
 Awe  
 Beauty  
 Caring  
 Certitude  
 Charity  
 Cheerfulness  
 Cleanliness  
 Commitment  
 Compassion  
 Confidence  
 Consideration  
 Contentment  
 Cooperation  
 Courage  
 Courtesy  
 Creativity  
 Decisiveness  
 Detachment  
 Determination  
 Devotion  
 Dignity  
 Diligence  
 Discernment  
 Empathy  
 Endurance  
 Enthusiasm  
 Excellence  
 Fairness  
 Faith  
 Faithfulness  
 Fidelity  
 Flexibility  
 Forbearance  
 Forgiveness  
 Fortitude  
 Friendliness  
 Generosity  
 Gentleness  
 Grace  
 Gratitude  
 Helpfulness  
 Honesty  
 Honor  
 Hope  
 Humanity  
 Humility

# Virtues *The Good Within*



Dr. Dan Popov

Linda Kavelin Popov



Bestselling authors, Linda Kavelin Popov and Dr. Dan Popov are international speakers on personal and global transformation. They are the founders of The Virtues Project™, a global initiative to inspire the practice of virtues in everyday life. The Project is sparking a global revolution of kindness, justice, and integrity in more than 85 countries and was honoured by the United Nations in 1994 as a “model global program for families of all cultures.” From audiences of corporate CEOs in the United States and Korea to indigenous villagers in the South Pacific, and educators across Canada, Australia and Europe, Linda and Dan are internationally acclaimed advocates for positive change. The Virtues Project has

inspired and mobilized thousands to commit acts of service and generosity, to heal family abuse and to transform their communities from violence to virtues.

Linda is the recipient of a YWCA Woman of Distinction award and a member of the Boys & Girls Clubs of America national think tank on character. As a psychotherapist, she designed suicide and violence prevention programs used in North American cities.

Dan is a clinical pediatric psychologist and a scholar of the world’s sacred traditions. He is a graduate of the U.S. Military Academy at West Point and received his Ph.D. at the University of Colorado. He was a senior scientist consulting to NASA and has taught at several universities.

Among the Popovs’ books are the international best seller, *The Family Virtues Guide* (Penguin), *The Virtues Project Educator’s Guide* (Pro-Ed), and Linda’s fourth book, *A Pace of Grace: the Virtues of a Sustainable Life* (Penguin). Linda has appeared on Oprah and many other television shows. She is a feature writer and columnist on virtues for many publications. Dan and Linda have a documentary series, “Virtues, A Family Affair” on national Canadian television. They live in the Gulf Islands of British Columbia.



The Virtues Project™  
[www.virtuesproject.com](http://www.virtuesproject.com)



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## Endorsements

*“I fully support The Virtues Project, which promotes such universal values as love, kindness, justice and service.” His Holiness, The Dalai Lama*

*“How to instill ‘do the right thing’ virtues in your children...Parents are always saying children don’t come with a guidebook. This (The Family Virtues Guide) is one. This helps you to get them on the right track of leading a good life.” Oprah Winfrey during Linda Kavelin Popov’s appearance on the Oprah show.*

*“I have seen so many programs come and go. They’re all bandaids. The Virtues Project is penicillin. It’s the cure.” Lucinda Fess, Mayor of Piqua, Ohio*

*“It was truly amazing. Your presentation touched everyone to the core of their being, and for some, I’m sure resulted in a spiritual awakening. What a gift! Your presentation was rated as ‘awesome’ by everyone.” Jim Stimson, MacMillan Bloedel Corporation*

*“As Premier of British Columbia, I would like to commend you on the success of your Virtues series of projects and books, and on the Federal Government’s decision to use them as a basis for developing a new program that will help to build healthier relationships in families.” Gordon Campbell, Premier of British Columbia, Canada*

*“The intent of our conference was to spread the message of the Virtues Project and see it come to life within more schools, homes and personal lives than ever before...Your presentation was absolutely incredible! The rapport that you instantly develop with a large room of people and the sense of purpose that your words create reflect your ability to communicate, teach and inspire.” Foundations Committee, Big Island Lake Cree Education, Foundations Conference 2005.*

*“I want to whole-heartedly endorse the outstanding Character Education workshop presented to the Moscow School District by Linda and Dan Popov. It was FANTASTIC! The Popovs are incredible – the two days flew by so quickly! Teachers, kindergarten through twelfth grade were absolutely thrilled with the new approaches they could bring to their classrooms to build character... Many hurried back to their classrooms to get the activities up and running. I am extremely pleased to report that we now have the Virtues Project being implemented in our high school, junior high and elementary schools.” Cindy Bechinski, Ph.D., Director of Curriculum, President, ASCD, Idaho, 208-892-1155 bechinsc@sd281.k12.id.us*

Idealism  
Independence  
Initiative  
Integrity  
Joyfulness  
Justice  
Kindness  
Love  
Loyalty  
Mercy  
Mindfulness  
Moderation  
Modesty  
Nobility  
Openness  
Optimism  
Orderliness  
Patience  
Peacefulness  
Perceptiveness  
Perseverance  
Prayerfulness  
Purity  
Purposefulness  
Reliability  
Resilience  
Respect  
Responsibility  
Reverence  
Righteousness  
Sacrifice  
Self-Discipline  
Serenity  
Service  
Simplicity  
Sincerity  
Steadfastness  
Strength  
Tact  
Thankfulness  
Thoughtfulness  
Tolerance  
Trust  
Trustworthiness  
Truthfulness  
Understanding  
Unity  
Wisdom  
Wonder  
Zeal

The Good Within *Virtues*