



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

Ryan Niemiec, Psy.D.
Education Director
ryan@viacharacter.org

Kelly Aluise
VIA Communications Specialist
kellya@viacharacter.org

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WISDOM	CREATIVITY <ul style="list-style-type: none"> • Originality • Adaptive • Ingenuity 	CURIOSITY <ul style="list-style-type: none"> • Interest • Novelty-Seeking • Exploration • Openness to Experience 	JUDGMENT <ul style="list-style-type: none"> • Critical Thinking • Thinking Things Through • Open-mindedness 	LOVE OF LEARNING <ul style="list-style-type: none"> • Mastering New Skills & Topics • Systematically Adding to Knowledge 	PERSPECTIVE <ul style="list-style-type: none"> • Wisdom • Providing Wise Counsel • Taking the Big Picture View
COURAGE	BRAVERY <ul style="list-style-type: none"> • Valor • Not Shrinking from Fear • Speaking Up for What's Right 	PERSEVERANCE <ul style="list-style-type: none"> • Persistence • Industry • Finishing What One Starts 	HONESTY <ul style="list-style-type: none"> • Authenticity • Integrity 	ZEST <ul style="list-style-type: none"> • Vitality • Enthusiasm • Vigor • Energy • Feeling Alive & Activated 	
HUMANITY	LOVE <ul style="list-style-type: none"> • Both Loving and Being Loved • Valuing Close Relations with Others 	KINDNESS <ul style="list-style-type: none"> • Generosity • Nurturance • Care & Compassion • Altruism • "Niceness" 			SOCIAL INTELLIGENCE <ul style="list-style-type: none"> • Emotional Intelligence • Aware of the Motives/Feelings of Self/Others • Knowing what Makes Other People Tick
JUSTICE	TEAMWORK <ul style="list-style-type: none"> • Citizenship • Social Responsibility • Loyalty 			FAIRNESS <ul style="list-style-type: none"> • Just • Not Letting Feelings Bias Decisions About Others 	LEADERSHIP <ul style="list-style-type: none"> • Organizing Group Activities • Encouraging a Group to Get Things Done
TEMPERANCE		FORGIVENESS <ul style="list-style-type: none"> • Mercy • Accepting Others' Shortcomings • Giving People a Second Chance 	HUMILITY <ul style="list-style-type: none"> • Modesty • Letting One's Accomplishments Speak for Themselves 	PRUDENCE <ul style="list-style-type: none"> • Careful • Cautious • Not Taking Undue Risks 	SELF-REGULATION <ul style="list-style-type: none"> • Self-Control • Disciplined • Managing Impulses & Emotions
TRANSCENDENCE	APPRECIATION OF BEAUTY & EXCELLENCE <ul style="list-style-type: none"> • Awe • Wonder • Elevation 	GRATITUDE <ul style="list-style-type: none"> • Thankful for the Good • Expressing Thanks • Feeling Blessed 	HOPE <ul style="list-style-type: none"> • Optimism • Future-Mindedness • Future Orientation 	HUMOR <ul style="list-style-type: none"> • Playfulness • Bringing Smiles to Others • Lighthearted 	SPIRITUALITY <ul style="list-style-type: none"> • Religiousness • Faith • Purpose • Meaning