

21 Words for the 21st Century

“Imagine”	“Investment”
“Hassle-Free”	“Casual Elegance”
“Lifestyle”	“Independent”
“Accountability”	“Peace of Mind”
“Results”/The “Can-Do Spirit”	“Certified”
“Innovation”	“All-American”
“A Culture of...”	“Prosperity”
“Efficient” and “Efficiency”	“Spirituality”
“The Right to...”	“Financial Security”
“Patient-Centered”	“Balanced Approach”
“Renew, Revitalize, Rejuvenate, Restore, Rekindle, Reinvent”	