



I WILL BELIEVE IN HUMANITY



I WILL DO ETHICAL BUSINESS



I WILL SPARK IDEAS THAT WILL  
CHANGE THE WORLD



I WILL DO SOMETHING TODAY THAT  
MY FUTURE SELF WILL THANK ME FOR



I WILL USE KNOWLEDGE TO HELP  
THE TRANSITION TO A SUSTAINABLE  
ECONOMY



I WILL USE DATA TO BOOST THE  
QUALITY OF LIFE

WHAT MAKES RSM A UNIQUE BUSINESS SCHOOL?

**SPIRIT,  
DRIVE AND  
AMBITION**



RSM is a community of international students, faculty, alumni, corporate relations, business leaders and staff. Together, they have a huge entrepreneurial spirit to generate ideas that add value to the world, and a unifying commitment: to make business, and business education, a force for positive change. We help students, academics and people in business become critical, creative, caring and collaborative thinkers and doers.

The I WILL movement portrays the ambitions and intrinsic motivations of a community of individuals, each identifying what they want to create now and in the future.

I WILL is visible and interactive everywhere online and on campus with stylish I WILL photographic portraits and statements from RSM's students, alumni, faculty and staff on proud display. I WILL is also part of students' studies; it is integrated into the goal-setting segment of the curriculum.

# WHAT IS YOUR I WILL?

**RSM.NL/IWILL**

**RSM.NL/IWILLEVERYONE**

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