



I WILL Journey Application Form

*Please fill out the online application form linked on the [I WILL Journey website](#). This document outlines the questions you will be asked on the application form.

About You

1. Please provide your name, email and phone number.
2. What's your current relationship with RSM? Pick one of the categories a) pre- master student b) bachelor student c) master student d) DBA/executive education participant e) alumnus f) RSM staff or faculty g) other relationship

About Your I WILL

1. Please upload the image containing your I WILL photo with your statement underneath. Your I WILL photo must be the most recent I WILL photo you have taken.
2. What is your I WILL statement? Make sure it's the same as on the photo you uploaded. Want to participate with a new I WILL statement? Then make sure to [join one of our I WILL photoshoots](#) to have your new I WILL registered officially.
3. Please explain in detail what this statement means to you.
4. Why is this your I WILL, why do you want to achieve this?
5. What's the impact you expect to have?
6. Do you think your I WILL statement would engage other people? Why?
7. How were you inspired for your I WILL statement?

Measuring Your Achievement

1. What do you want to achieve? Tip: In this process it could help to describe or to think about three things: a) Who are you now b) Your future self c) Your future world. This may help you in describing the gap between the status and the desired status, and the steps needed to reach your goals.

2. Describe clear deliverables for yourself. What does reaching the goals you described previously look like? Please describe the deliverables for each of your goals.
3. How do you measure your results? Give up to three KPIs that you have set for yourself to measure reaching your deliverables.

Your I WILL Journey

1. When did your I WILL Journey actually start?
2. For each KPI you mentioned previously, describe its status as it was before you started your Journey.
3. For each KPI you mentioned in Question 10, describe its current status, as it is while you are filling in this form.
4. What results have you recorded, based on the KPIs or targets that you set for yourself?
5. What actions did you take to put your I WILL into practice?
6. What challenges did you face in making your I WILL happen?
7. How did you tackle the challenges?
8. What did you learn during your I WILL Journey?
9. Were other people involved in making your I WILL happen? In what way?
10. Has your I WILL inspired others? Tell us about the impact it has made and on whom.

Your Next Steps

1. Have you defined your next steps for your I WILL Journey? If so, please describe them.
2. What do you need to have or to do to further implement your I WILL?
3. Have you set yourself any goals for further implementation of your I WILL? Describe them.