



I WILL INSPIRE WOMEN TO EMPOWER WOMEN



I WILL INVEST IN VISIONARY AND ENTREPRENEURIAL IDEAS



I WILL INVEST IN HEALTH TODAY, TO MAGNIFY SUCCESS TOMORROW



I WILL BE AN ADVOCATE OF SUSTAINABLE ENTREPRENEURSHIP



I WILL FIND THE BALANCE BETWEEN PROFITABILITY AND SUSTAINABILITY



I WILL BRING A POSITIVE IMPACT TO THE WORLD

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 throughout the campus with stylish I WILL photographic portraits and statements from RSM's students, 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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