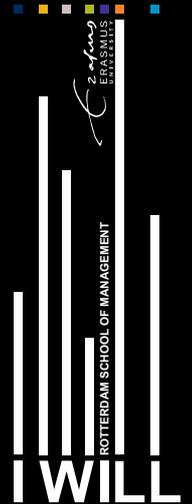


WHAT MAKES RSM A
UNIQUE BUSINESS SCHOOL?

SPIRIT, DRIVE AND AMBITION



I WILL MAKE THE DIFFERENCE



I WILL GIVE YOU SOMETHING
TO THINK ABOUT



I WILL LISTEN, LEARN AND LEAD



I WILL ACT OUT OF THE BOX



I WILL KEEP ON DREAMING



I WILL FIND OR MAKE A WAY
TO ACHIEVE MY GOALS



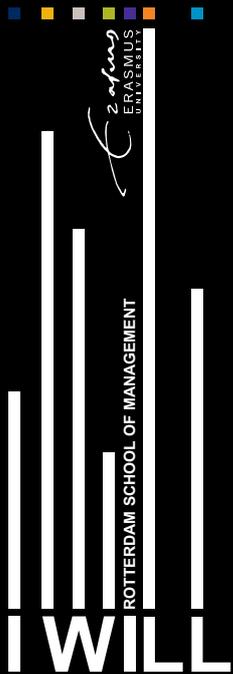
I WILL INSPIRE PEOPLE
TO CHASE THEIR DREAMS



I WILL BE THE BRIDGE
BETWEEN TWO WORLDS



I WILL SEE EVERY END
AS A NEW BEGINNING



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, an instrument of positive change.

THE I WILL CAMPAIGN 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; on Facebook, Twitter and LinkedIn, 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?

 www.fb.com/iwillrsm

 iwill.rsm.nl/linkedin

 iwill.rsm.nl

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