This interactive case illustrates the leadership style of BBVA’s chairman and CEO, Francisco González, which is characterized by permanent innovation and change based on new technologies.

The case is divided in four parts:

- Introductory Interview
- About Francisco González
- Three Pillars
- BBVA and Growth
The multimedia case shows this leadership approach with the help of video interviews with Francisco Gonzalez and his closest collaborators.
In the last part different interactive graphs help the student to learn about the growth strategy at BBVA.