Muhammad Yunus, a real leadership

This case gathers the life story of Muhammad Yunus, founder and president of the Grameen Bank, his childhood, the years he studied in his homeland and then in the United States. It then analyzes professor Yunus’ personality, projects and the motivations of the key man in the development and consolidation of the Grameen Bank. The case allows clearly discovering the way a person’s leadership is forged if he or she have clarity in the social role they have to play in life starting from the values learned from childhood and through the experiences life places before them.