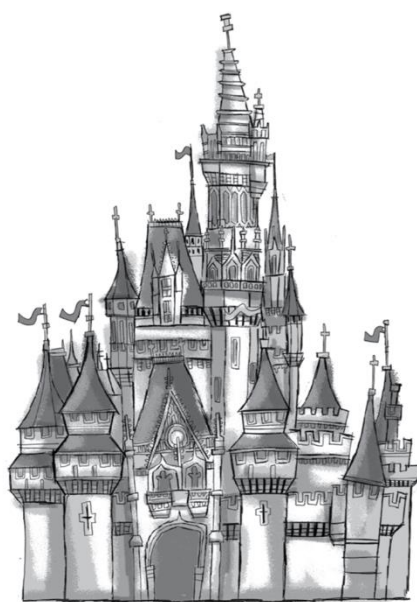


FROM AN IDEA TO ... DISNEY



Comprehension & Teach-Back:

After reading **From an Idea to Disney**, work with others who read the same book and answer these questions. After you're done, you will share your answers with the rest of the class and teach them what you learned!



FROM AN IDEA TO ...

DISNEY



1. At the opening of the book, we meet Walt Disney, the founder of Disney. What experiences from Walt Disney's childhood helped him with his future career?
2. Give one example of a challenge Walt had to overcome early in his life.
3. How did Walt Disney come up with the idea for Mickey Mouse? What was Mickey's original name and who helped name him?



FROM AN IDEA TO ...

DISNEY



4. Why was Steamboat Willie so important to Walt Disney's success?
5. How did Walt continue to innovate his Mickey Mouse cartoons?
6. What was Disney's first full length movie? Why was it so important?
7. Why did Walt Disney create Disneyland?



FROM AN IDEA TO ... DISNEY



8. What happened after Walt and Roy Disney died?
9. What changes did Michael Eisner make once he took over at Disney?
10. Name three movies that were part of Disney's Renaissance.
11. Why did Walt's nephew, Roy E. Disney, and others want Michael Eisner out of the company?



FROM AN IDEA TO ... DISNEY



12. What did Bob Iger do to improve and grow Disney?

13. In your opinion, what makes Disney a strong brand? Explain with examples.

14. Where can people watch part of Steamboat Willie today?

15. What made Walt Disney such a successful entrepreneur?