

FROM AN IDEA TO ...

LEGO

Comprehension & Teach-Back:

After reading **From an Idea to LEGO**, 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.



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1. At the opening of the book, we meet Ole Kirk Christiansen, the founder of LEGO. Describe two challenges Ole had to overcome in his life.
2. How did Ole come up with the idea for LEGO? What does “Leg godt” mean in Danish?
2. There are many ways listed for creating a brand name. List and describe THREE of your favorites.



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4. What was Ole's personal motto for running his business and reinforcing high quality control?
5. Many great ideas come from solving a problem. Why did Ole move from wood to plastic? What problem did that solve?
6. What was wrong with the first LEGO bricks? What solved the problem?



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7. Explain the “LEGO System of Play” and why it was significant to growing the business.

8. Explain what a patent is and why it’s important.



9. Name and describe two products that came from the group “LEGO Futura.”

10. During the Golden Age of LEGO, what were the THREE founding principles Ole and Godfred put in place to grow the company?

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11. Explain the invention of the minifigure. How has the minifigure changed over the years?
12. What is something you will NEVER find in a LEGO set or box?
13. When new CEO Jorgen Vig Knudstorp was hired, he made several changes to save LEGO from bankruptcy. Describe ONE in detail.
14. How are LEGO bricks used beyond playing with them (chapter 10)?

