

FROM AN IDEA TO ...

NIKE

Comprehension & Teach-Back:

After reading **From an Idea to Nike**, 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 Phil Knight, the founder of Nike. What did Phil want to grow up to become? Why didn't he pursue that dream, and what sport did he pursue instead?
2. At the University of Oregon, Phil had a coach named Coach Bowerman. What did Coach Bowerman do to help his track team run faster?
3. What was Phil's idea when he was at Stanford? Why didn't his classmates believe in his business idea? Who ended up believing in him?



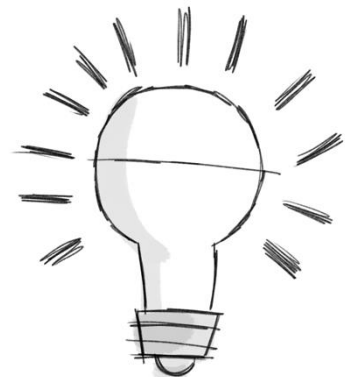
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4. What was Phil's first company called? How did he come up with that name?

5. Explain what "grassroots marketing" is and how it helped begin Nike's business.

6. Why did Phil Knight create NIKE?



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7. Explain the difference between sales and profit.



8. When Phil decided to manufacture his own shoes, he had to create a new logo and name. Explain in detail how both came about.

9. Research runner Steve “Pre” Prefontaine. How did he help Nike grow?

10. List and describe TWO main reasons athletes preferred to sign with Nike.

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11. What was Coach Bowerman's role in growing Nike? In Chapter 5, what was Coach Bowerman's unique shoe idea.
12. In the 1980s Nike was losing money. What basketball player did their advertising company suggest they work with? How did this athlete help grow Nike's brand?
13. What changed for Nike once they launched the "Just Do It" campaign?
14. How do Nike's founders, Phil Knight and Coach Bowerman, continue to inspire others today?

