

Name _____

Bob Iger: The Magic Behind Disney's Success

Open-Ended Response Questions

1. How do you think Bob Iger's childhood fascination with Disney's magic influenced his career choices and his eventual role as CEO of The Walt Disney Company?
2. What qualities and leadership traits do you believe were crucial to Bob Iger's success in reshaping Disney's future and expanding its entertainment empire?
3. In what ways has Disney's content and entertainment offerings evolved under Bob Iger's leadership, and how have these changes impacted Disney's brand and audience?
4. If you could meet Bob Iger, what question would you ask him about his life or his role at Disney, and why?

