

Name \_\_\_\_\_

## Bob Iger: The Magic Behind Disney's Success

### Open-Ended Response Answer Key

1. Bob Iger's childhood fascination with Disney's magic likely influenced his career choices by instilling a deep passion for Disney's storytelling and brand. This passion drove him to pursue a career in the entertainment industry, with the ultimate goal of working for Disney and contributing to the magic that had captivated him as a child.
2. Some qualities and leadership traits crucial to Bob Iger's success may include vision, innovation, risk-taking, and adaptability. He had the vision to see the potential in acquiring key entertainment companies, the courage to make bold decisions, and the ability to adapt to the changing landscape of the industry.
3. Under Bob Iger's leadership, Disney's content evolved to include a wide range of franchises and genres, from animated classics to blockbuster superhero films. This diversification expanded Disney's audience and made it a dominant force in the entertainment world, while still maintaining its core identity as a family-friendly brand.
4. If I could meet Bob Iger, I would ask him, "What was the most challenging decision you had to make during your tenure as CEO of Disney, and how did you navigate it?" I would be interested in hearing about a specific instance where he had to make a tough choice and the thought process behind it.

