

The Lego Story

1. Where was Ole from?
2. What is a carpenter?
3. How did Godtfred's help benefit his father?
4. How did the wholesaler's contract change Ole's life?
5. Ole hired his former workers. What does this tell you about him?
6. When the wholesaler filed for bankruptcy, how did it affect Ole?
7. What did Ole trade his toys for at first? Why?

8. Where did the name Lego come from?
9. What does "Lego" mean?
10. Why did Ole make Godtfred repaint the toys?
11. How did World War 2 affect the brand?
12. How would Ole have felt when the workshop was on fire?
13. Why was Ole losing hope?
14. How did the plastic moulding change the business?

15. Who were the "three generations" at Ole's 16th birthday party?
16. Why was Godtfred's chance meeting on the ship a significant moment?
17. What was the first Lego System toy?
18. How did putting tubes inside improve the toy?

19. How was Godtfred like his father?
20. What gave Godtfred the idea for Legoland?
21. Who narrated the story?