

To make sure you tackle the right problem

HOW IT WORKS Use the 5-whys method to identify the **true reasons** behind the issue you've identified. Help your participants fill out the form using the example on page 1.



TIP: Print the sheet on A3 paper for legibility.

[5 REASONS WHY] 1/2



[5 REASONS WHY]

AS A TEAM, ASK YOURSELVES ABOUT THE PROBLEM FIVE TIMES IN A ROW TO GET TO THE ROOT CAUSES.

This method will help you clearly identify the core reasons behind the problem so you can find the most relevant and effective solutions. Repeating a question five times will help you get deeper into the problem until you get to the heart of it.



PUT IT INTO PRACTICE

For this method to work, you'll need to follow a few rules:

- Use this approach for people that have been affected by the problem or have witnessed it firsthand
- Stick to the facts and be clear
- Don't make assumptions
- Only talk about the causes that you have control over

EXAMPLE

THE CUSTOMER IS CANCELLING →	WHY IS THE CUSTOMER CANCELLING?
RESPONSE TIMES ARE TOO LONG	WHY ARE RESPONSE TIMES TOO LONG?
THE INTERNAL PROCESS IS TOO LONG	WHY IS THE PROCESS TOO LONG?
NEW BUSINESS PROPOSALS NEED TO BE VALIDATED	WHY DO THEY NEED TO BE VALIDATED?
THERE ARE ERRORS IN THE PROPOSALS	WHY ARE THERE ERRORS?
EMPLOYEES HAVEN'T BEEN TRAINED ON THESE NEW BUSINESS PROPOSALS	



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[5 REASONS WHY]

FINDING

WHY ?

BECAUSE... -----



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