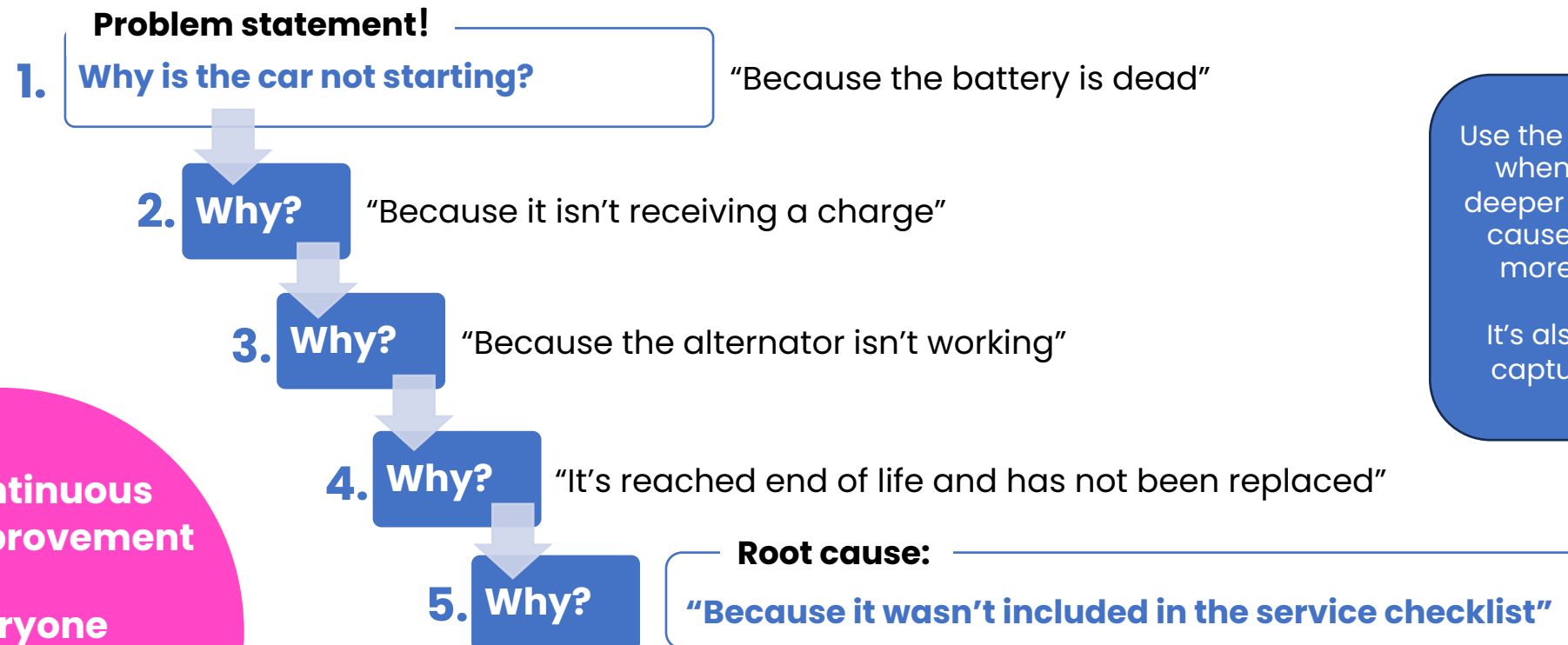


The Five Why's

A simple but highly effective technique – Five Why's is a tool that you can use to dig down into the root cause of a problem and can be used in any setting or sector. As the name suggests, you repeat your question until you've identified the root cause. You may not make it to five questions, and you may ask more than five, but five is normally the magic number!

Five Why's may not be relevant for complex or critical problems that require a deeper dive into data analysis, but it is effective when used to resolve problems with a simple to moderate difficulty. It's also a fun technique and can be a great way to encourage interaction in a workshop,

Let's look at an example;



Use the **5 Why's** technique when you need to dig deeper to identify the root cause or to encourage more interaction in a workshop. It's also a great tool for capturing Voice of the Business

