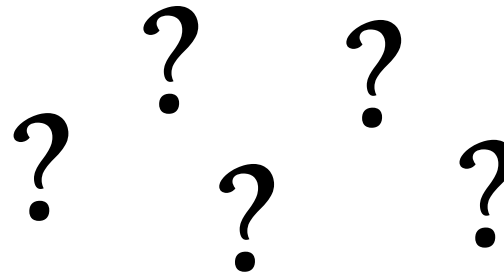


5 WHYS

The 5 Whys is a technique used to explore the underlying connection between variables by repeatedly asking the question “Why?” Each answer forms the asking basis of the next question and serves to peel away the layers of which can lead to identifying a connection.



Example: Dry Cleaners Losing Items

Application

Connecting a Goal to a Vision or Mission

Identifying root cause of a customer complaint

Steps

1. Assemble a team
2. Identify the type of connection you are exploring
3. Start asking why
4. Validate the root cause

Why are clothing items being lost?

- Tickets have errors

Why do tickets have errors?

- Clerk at front counter not recording number of items accurately

Why is clerk at front counter not recording number items accurately?

- Sometimes there are 5 or more customers waiting so the clerk get rushed

Why are there 5 or more customers waiting?

- Counter is not staffed for busy times (5pm – 7pm)

Why wasn't counter staffed for busy times?

- Manager was unaware that busy times caused back-ups and errors