

DEFINING THE PROBLEM

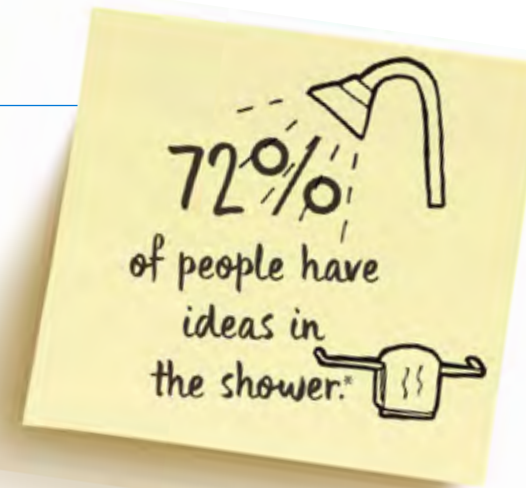
Five Whys

What is it?

It's a technique children often employ to expose an adult's superficial understanding of the world. It's also a really useful way to get to the root cause of a particular problem. Taiichi Ohno of Toyota formally developed the technique in manufacturing. But, now, it's used in all sorts of industries to define problems.

How do you do it?

1. Identify a problem, write it up, and share it with your team.
2. Give your team five Post-it notes numbered one to five.
3. Get them to ask themselves why your problem is a problem.
4. Then, get them to ask why that problem is a problem.
5. Repeat until everyone's asked five whys.
6. Compare the answers and discuss similarities and differences.
7. Create a definitive list that best outlines the problem.
8. Organise a session to come up with ideas for solving the problem.



Why do it?

- You'll get under the skin of the problem.
- You'll understand the chain of cause and effect.
- You can then tackle the real problem rather than a symptom of the problem.

* 2014 Kaufman study

Find more ideas on how to unlock creativity in our e-book.

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What do you need?

TIME



Up to two hours

PEOPLE



Three to eight

FUEL



Caffeine

MATERIALS



Pens and Post-it notes

ENHANCE WITH



Microsoft Teams and OneNote

SUPERCHARGE YOUR STORM WITH



Surface Pro with Teams

Can't get everyone in the same room? No post-its lying around? Try posting your whys on a Teams channel. Or write and share them on OneNote. You could even do it from a coffee shop – Surface Pro lets you connect from anywhere with 4G.