

# The Five Whys technique



# Instructions

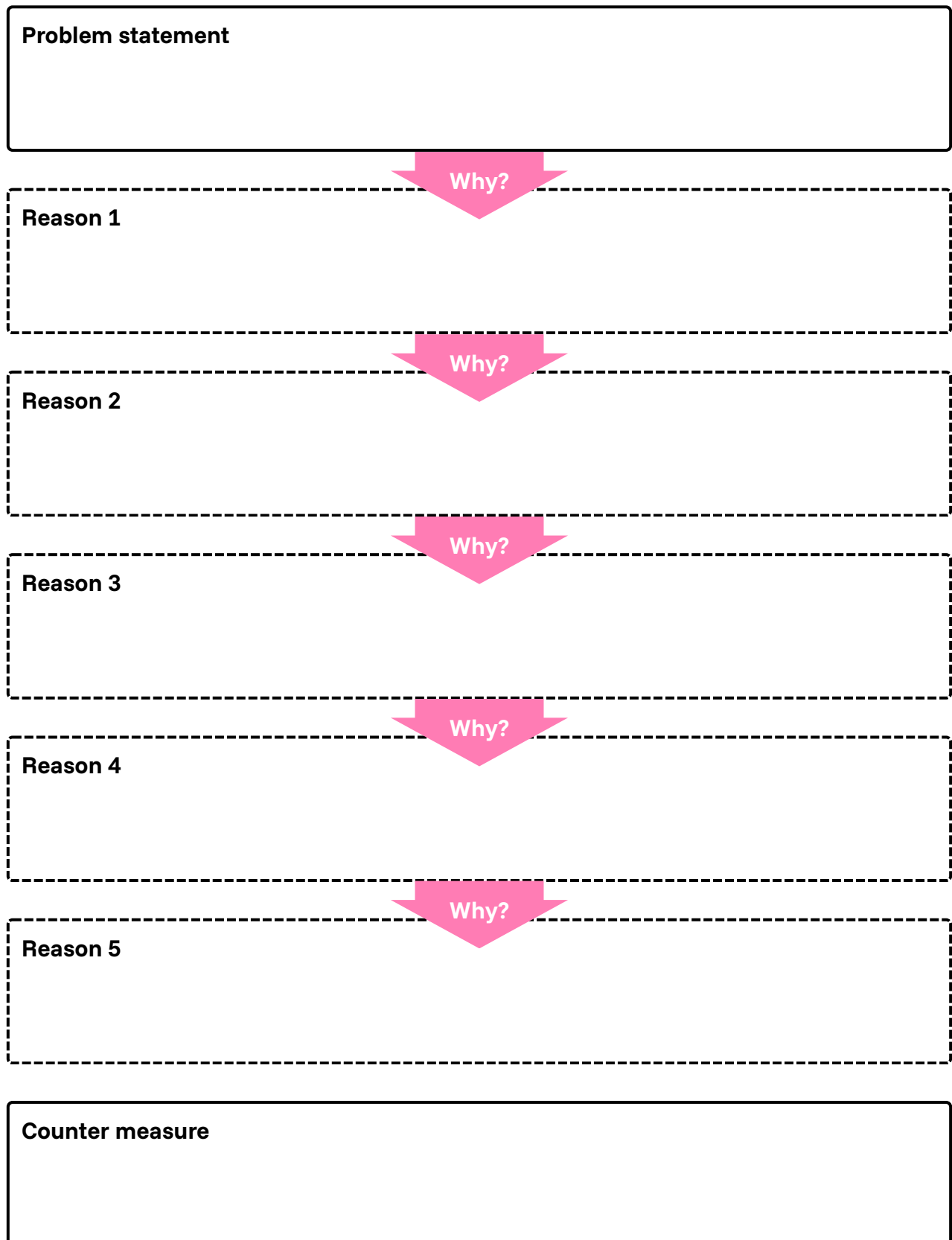
This is a single-lane simple version of the Five Whys technique - a method for helping to understand what the root cause of a problem area is.

It can be used in many situations, including some related to your digital activity, such as looking-back at a campaign or some form of other digital activity.

It's based on creating a problem statement and then asking yourselves "why" five times to breakdown the problem.

To use this template, simply print it out and write in the boxes or redraw it on a whiteboard.

**1****Step 1:** Write the problem statement to be solved in the top box.**2****Step 2:** Work down the 5 boxes in turn, answering the reason 'why' for each.**3****Step 3:** If you feel like you have now identified the root-cause, then discuss what the counter-measure could be to resolve this. If you don't, then you may need to ask more 'whys'.**4****Step 4:** Write the counter-measure in the box at the end.



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