

RESOURCE

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

Write the problem statement to be solved in the top box.

2

Work down the 5 boxes in turn, answering the reason 'why' for each.

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

Write the counter-measure in the box at the end.

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Problem statement
Why?
Reason 1
Why?
Reason 1
Why?
Reason 1
Why?
Reason 1
Why?
Reason 1
Counter measure