



5x Why



What

A series of 'Why' questions to find the "reason behind the reason". The questions in this tool are about the problem your organisation is trying to solve for your customers.

Why

To move beyond the obvious and to thus come up with an improved change statement. A well-defined change statement is the basis of the solution. Once you know well what you want to change (and why), all your activities will serve the change. The exercise supports in asking questions behind the question and to benefit from them.

How

1. Think about the problem your organisation is trying to solve with your product or service. Discuss it with the group and write the problem out on the top of the worksheet.
2. One person starts by reading the problem you are trying to tackle out loud and then asks "Why...?" to another person. That person's answer starts with "Because...". Based on the previous answer, the next person asks "Why...?" again. This process repeats itself until all 5x Why questions are answered.
3. Try to have each question go a level deeper than the previous one and do all 5 questions.

Reflection moment

Wrap up by discussing what you noticed the answers had in common and draw conclusions from the different outcomes. If you worked with different types of stakeholders, they probably have very different perspectives on the problem. This is good, because it shows the problem from different perspectives and it shows the motivations of the different stakeholders.

- How is the final answer different from the one you started with?
- Do you feel you have a deeper and more thorough understanding of the problem you are trying to tackle now?
- Can you highlight the answer that covers the challenge the best?



The project team and (optionally) you can also include: customers, partners or experts.



15 - 30 minutes



- Digital or printable worksheet
- (Pen)

This tool has a printable [worksheet](#) or a digital version on the next page!

5x why worksheet

The problem my organisation is trying to solve...

Why? _____

Why? _____

Why? _____

Why? _____

Why? _____

The most representative "Why" answer is...

Worksheet instructions

You can fill in this digital worksheet by downloading it as .pptx and typing in the text boxes of the image.

The problem my organization is trying to solve:

Why?

Because...

Why?

Because...

Why?

Because...

Why?

Because...

Why?

Because...

The most representative "Why" answer is: