

5x why worksheet

The problem my organisation is trying to solve...

PEOPLE NOT HAVING ACCESS TO ALTERNATIVE SOLUTIONS FOR THEIR ELECTRICITY OR CONTROL OVER THE AMOUNT THEY PAY FOR THEIR CONSUMPTION.

WHY IS PEOPLE NOT HAVING ALTERNATIVE SOLUTIONS FOR THEIR ELECTRICITY A PROBLEM?

Why? because... DIFFERENT POPULATION SEGMENTS HAVE DIFFERENT NEEDS AND FINANCIAL SITUATIONS.

WHY IS DIFFERENT POPULATION SEGMENTS HAVING DIFFERENT NEEDS AND FINANCIAL SITUATIONS A PROBLEM?

Why? because... IT MEANS THAT A ONE-SIZE-FITS-ALL SOLUTION WILL NOT WORK FOR EVERYONE.

WHY WON'T A ONE-SIZE-FITS-ALL SOLUTION WORK FOR EVERYONE?

Why? because... NOT EVERYONE HAS STEADY INCOMES AND THEY NEED TO BE ABLE TO PAY BASED ON THEIR NEEDS AND THEIR FINANCIAL SITUATIONS.

WHY SHOULD PEOPLE BE ABLE TO PAY BASED ON THEIR ELECTRICITY NEEDS AND FINANCIAL SITUATIONS?

Why? because... THIS GIVES THEM CONTROL OVER THEIR FINANCES AND THEIR ENERGY CONSUMPTION.

WHY DO PEOPLE WANT TO BE IN CONTROL OF THEIR ENERGY CONSUMPTION?

Why? because... THEY KNOW THEY WON'T HAVE HIGHER FEES FOR THEIR ENERGY CONSUMPTION THAN THEY EXPECT OR CAN AFFORD.

The most representative 'Why?' answer is...

BECAUSE PEOPLE OF ALL POPULATION SEGMENTS WANT AND NEED CONTROL OVER THEIR POWER CONSUMPTION AND FINANCES.