

? What is It

The 5 Why method is one of the most effective tools and easiest to use when problem solving, and we want to get to the **essence of the problem** and then fix it.

🕉 Goals

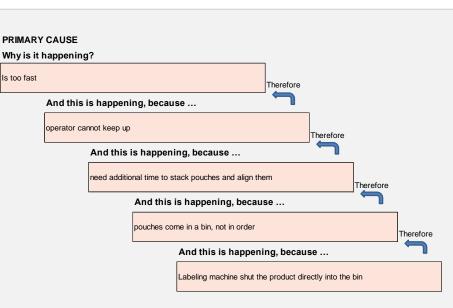
🗓 When

- To identify the root cause of a problem.
- To have full understanding of a problem.
- To pair with the **Cause-Effect (fishbone)** methodology.
- Used in the Analyze phase of the DMAIC.

🖬 How

Hints

- With the team, write a clear problem statement: What, When, how much, where, for how long, who.
- 2. Ask: "Why does this happen?"
- 3. Ask **again** for the resulted answer.
- Keep asking until the team identify the root cause.
- Validate the answers asking back with "therefore".
- Initiate a formal Corrective Action Plan.



avoid iteration of failures.

Eliminate biases and assumptions.

cause of an unclear problem cause.

· Eliminating the root cause is crucial to

Help the teams in finding the common root

ଯ Example Customers wait too long on the phone at the end of the Problem month Why? The last week of the month is the busiest for sales The company offers more incentives to customers late Why? in the month Why? Sales usually behind the goal late in the month Customers have learned that if they wait, they will get Why? incentives Sales target are done on a monthly basis, letting a big Root Cause deficit form the start of the period.

ACTION

Make weekly sales goals instead of monthly target to prevent getting behind

Do not ask too many Whys. Focus on finding the root cause.

Sometimes there could be more than one root cause. In these cases, the 5 Whys analysis will look more like a matrix

