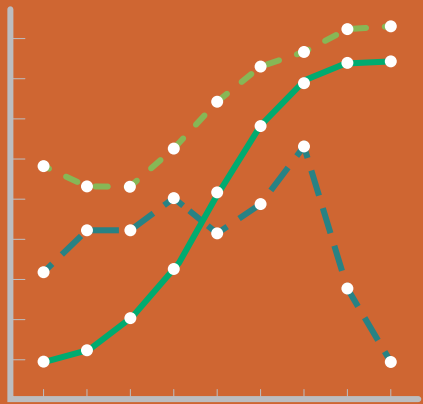


5 REASONS TO USE 5 WHYS



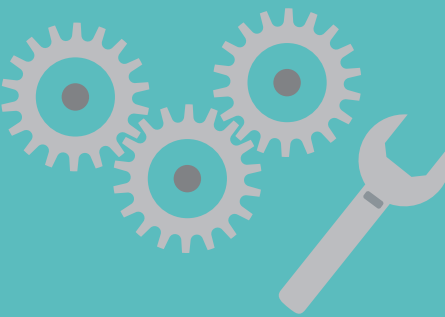
**IDENTIFY THE
CAUSE, NOT JUST
THE SYMPTOMS**

Dig deep and find the underlying issues that led to the problem rather than using a quick-fix solution or playing the blame game.



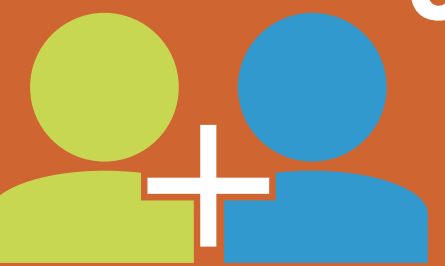
**PERFORM AN
EVIDENCE-BASED
ANALYSIS**

Don't assume or jump to conclusions about the source of the problem - make sure you have proof that it's the cause, every step of the way.



**ELIMINATE ISSUES
IN YOUR SYSTEM
FOR GOOD**

Be proactive rather than reactive. When issues arise, prevent their reoccurrence to save time and increase the quality of your system.



**SEEK IMPROVEMENTS
AND WELCOME
CHANGE**

Encourage your stakeholders to constantly seek ways to improve and adapt your process to ensure its long-term success.



**BUILD A CULTURE
THAT EMBRACES
PROGRESS**

Encourage your team to raise issues and concerns without fear or judgment, and to seek long-term solutions rather than the easy way out.