

5 WHYS

how it works



simple but
effective

Wow!



LBI

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The customer delivery was delayed.

Because the product wasn't ready on time.



Why was the customer delivery delayed?



1st Why



The customer delivery was delayed.

Because the manufacturing process took longer than expected.

Why wasn't the product ready on time?

2nd Why



The customer delivery was delayed.

Because one of the key machines broke down.

Why did the manufacturing process take longer than expected?

3rd Why



The customer
delivery was delayed.

Because it hadn't
been maintained
properly.

Why did the key
machine break
down?

4th Why



The customer delivery was delayed.

Because the maintenance schedule was not followed due to staff shortages.



Why hadn't the machine been maintained properly?



5th Why



The customer delivery was delayed.

The root cause of the delayed customer delivery was the failure to follow the maintenance schedule due to staff shortages.

Root Cause



The customer delivery was delayed.

By asking “why” five times, you can identify the root cause of the problem. This method helps in finding the underlying issues and addressing them effectively.

Root Cause

Maybe we should review the schedule or outsource for maintenance...



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