

# The 5 Why's

↑ WHY?

↑ WHY?

↑ WHY?

↑ WHY?

↑ WHY?

Start with your problem statement at the bottom. When you ask “why?” to each statement of the problem you move up a rung on the ladder. This method was created at a major auto company as part of their lean manufacturing process, intended to determine root causes of manufacturing issues or failures. It works beautifully in all kinds of other settings as well. Laddering problems as we see them initially takes us to spaces that allow for lots of different kinds solutions.

Start here

