

Solve Any Problem with 7 Simple Questions



Discover the powerful
5W2H framework that
transforms complex
challenges into
manageable solutions.

Keep swiping to learn how
this method can help you
tackle any issue
effectively.



What is 5W2H?

■ Problem-Solving Method

A systematic approach to analyzing situations by breaking complex problems into clearer parts.

■ Seven Key Questions

What, Why, Where, When, Who, How, and How much - questions that help organizations understand issues better.

■ Quality Management Tool

Often used with Kaizen, Six Sigma, and Lean to enhance overall efficiency in operations.

When to Use 5W2H



Planning

Ensures all parts of a project are examined closely, from goals and resources to timeframes and expenses.



Finding Problems

Provides a simple way to identify issues by breaking down symptoms, areas affected, and impact.



Describing Problems

Adds measurable facts and main causes, transforming broad problem statements into useful insights.



Improving Processes

Helps teams examine every part of a process, uncovering problems and guiding specific improvements.

The 7 Key Questions



What

State what the issue or problem is clearly and specifically.



Why

Investigate why the issue is happening (possible root causes).



Where, When, Who

Identify the location, timing, and people involved or affected.



How & How Much

Examine how the problem appears and evaluate its impact (cost, time, resources).

How To Apply 5W2H

1

Identify the Issue

Clearly define the problem you're facing before starting the analysis.

2

Ask the 7 Questions

Apply What, Why, Where, When, Who, How, and How Much to break down the issue.

3

Examine Answers

Review responses to identify patterns, root causes, and process failures.

4

Create Solutions

Develop practical solutions that address the main issues identified.

5

Implement & Monitor

Execute solutions and continuously check results for effectiveness.

Key Benefits of 5W2H



Faster Decision-Making

Helps teams focus on important information, resulting in quicker and more effective decisions.



Complete Problem Solving

Ensures every aspect is considered, promoting thorough solutions rather than quick fixes.



Team Collaboration

Promotes participation from all stakeholders, utilizing different skills and perspectives.

Real-World Example: Pizza Delivery



Problem

Customer received vegetarian pizza instead of pepperoni pizza.



Analysis

Using 5W2H revealed cashier entered wrong order in system with no verification process.



Solution

Implement order confirmation step and kitchen verification process to prevent future errors.



Start Using 5W2H Today

The 5W2H method provides a structured approach to tackle any challenge - from simple workplace issues to complex business problems.

Remember to keep it simple, involve the right people, and use data to support your analysis.

About the Author

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Ready to stop burning
money on recurring
problems?

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1

Reducing quality problems
with 5W2H

2

Cutting failure costs with
proven methods

3

Building problem-solving
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