

THE FIVE WHYS EXERCISE

Ask yourself, “Why is that important?” and write the answer in the largest circle. Do this five times, each time asking the question in response to the previous answer and writing the answer in the next smallest circle. Use the final answer in the center circle to clarify what business you’re really in and to brainstorm the products and services you could offer to fulfill that purpose. Be willing to replace your existing products and services so you can continually capitalize on new growth opportunities.

Write a descriptive statement about your business

