

The 5 "Whys"



Why don't we want to work for this client any more?

Because we don't have a relationship built on trust.



Why don't we have a relationship built on trust?

Because they spend their time checking up on us.

Why do they spend their time checking up on us?

Because we aren't given the opportunity to implement what we propose.



Why aren't we given the opportunity to implement our proposals?

Because our main contact doesn't respond to our proposals.



Why doesn't our main contact respond to our proposals?

Because they have no decision-making power.

The 5 "Whys"



Why don't we ever have any time?

Because there aren't enough of us in our team.

Why aren't there enough of us?

Because we don't have enough budget allocated to recruitment.

Why don't we have enough budget allocated to recruitment?

Because we are not currently profitable enough.

Why aren't we currently profitable enough?

Because we don't have a proper development strategy.

Why don't we have a proper development strategy?

Because nobody really takes control of the project .

The 5 "Whys"

Note to self:

"Limit the exercise to problems the group can actually do something about"

Why does nobody come into the office any more?

Because our habits have changed since COVID.



Why have our habits changed since COVID?

Because management decided that we would only work from home until the beginning of 2022.

Why did management make this decision?

Because they wanted to keep our teams and business safe



Why did they want to keep our teams and business safe?

Because it was important to ensure the continuity of our activities following COVID.



Why was it important to ensure the continuity of our activities following COVID?

Because ????

ARGH!!