TOGETHER
LONELY
AT THE
TOP

Brainstorming Template:
**Five Whys**

*Issue: We are not selling enough of the new product.*

- Why? We have a limited customer base.

- Why? We have not prioritized marketing beyond existing customers.

- Why? We have been so busy meeting existing demand.

- Why? We have not been able to hire enough staff.

- Why? We have not prioritized HR and recruitment staff with our new hires.

*What you see with this example is that a problem that appears to be, on its face, about a product design is actually an issue with internal hiring.*