

THE 5 WHYS

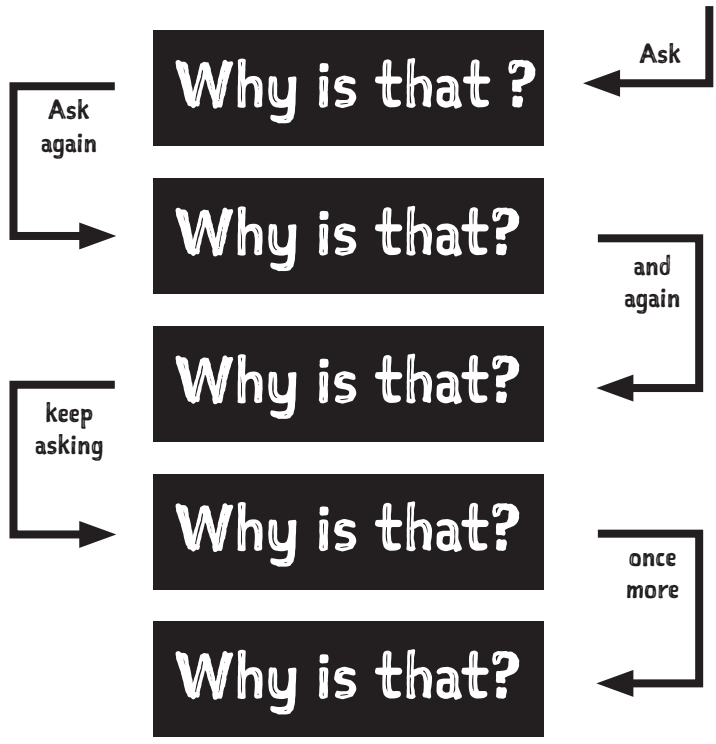


STRETCH2ENGAGE

What is your reason for wanting to be involved in S2E?

OK, now ask ...

Why is that important?



What is your bigger reason for wanting to be involved in S2E?

IT'S YOUR TURN

What is your reason for being involved in S2E?

Why is it that important?

Ask "Why is that important?"

Again "Why is that important?"

And again "Why is that important?"

Keep asking "Why is that? important?"

Once more "What is your bigger reason for being involved in S2E?"