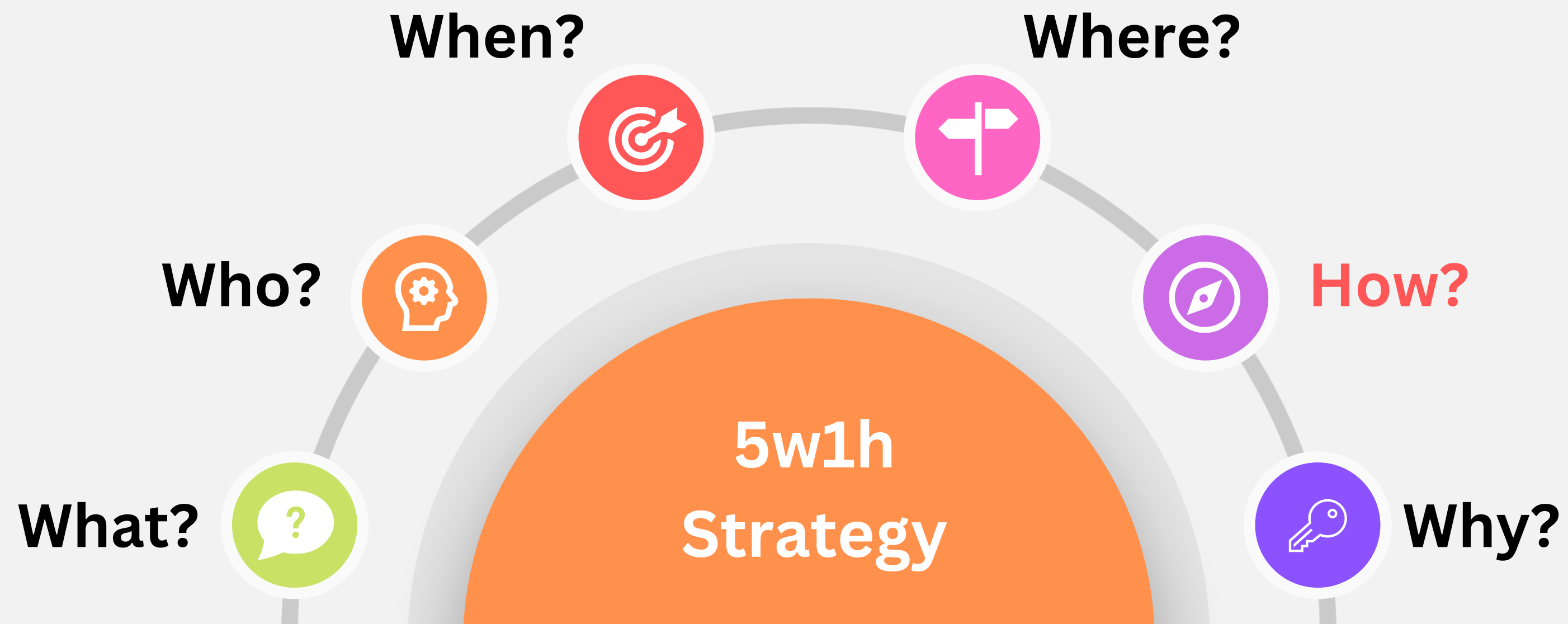


# The 5Ws and 1H Strategy



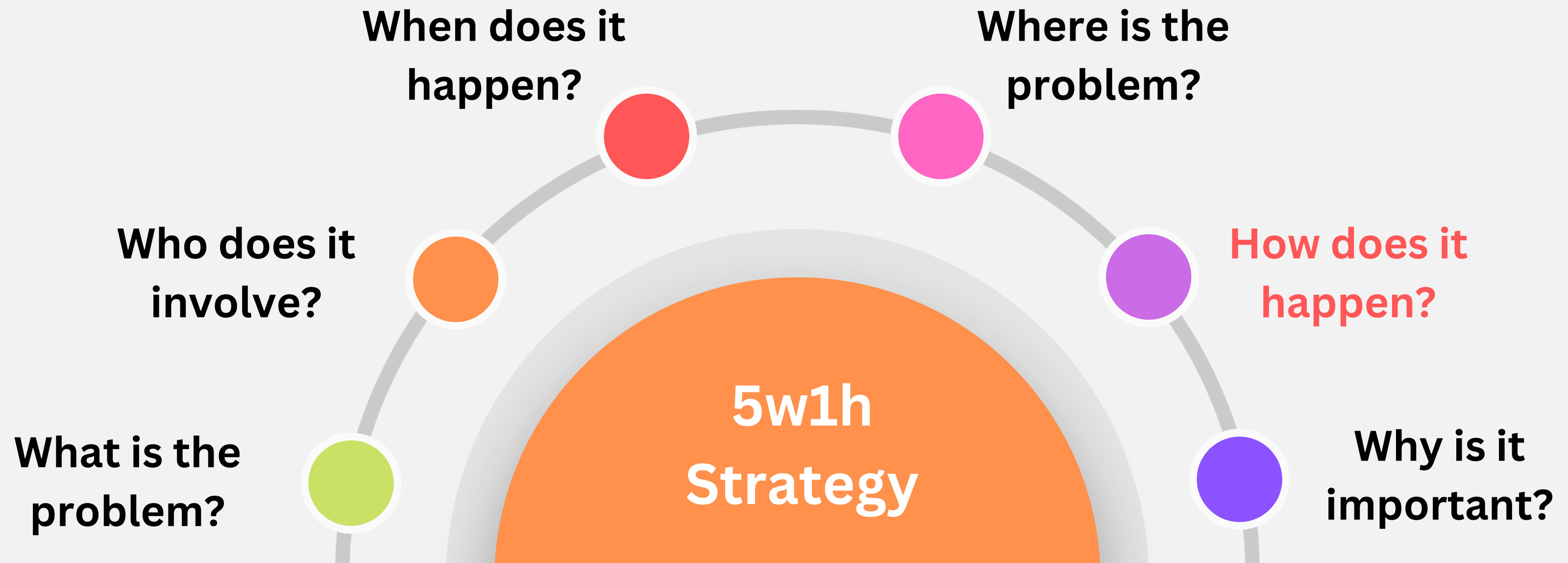
StrategyPunk.com



# The 5Ws and 1H Strategy









StrategyPunk.com



# The 5Ws and 1H Strategy



StrategyPunk.com

 <b>What?</b>	<ul style="list-style-type: none"><li>▪ This question focuses on the issue, task, or goal at hand.</li><li>▪ What is the problem or objective that needs to be addressed?</li></ul>
 <b>Who?</b>	<ul style="list-style-type: none"><li>▪ This question helps identify the people involved or affected by the situation.</li><li>▪ Who are the stakeholders, decision-makers, or team members?</li></ul>
 <b>When?</b>	<ul style="list-style-type: none"><li>▪ This question deals with the timeframe and deadlines.</li><li>▪ When should actions be taken or goals be achieved?</li><li>▪ Are there specific milestones or deadlines to consider?</li></ul>
 <b>Where?</b>	<ul style="list-style-type: none"><li>▪ This question pertains to the location or context in which the situation is taking place.</li><li>▪ Where is the problem occurring, or where will the actions be implemented?</li></ul>
 <b>How?</b>	<ul style="list-style-type: none"><li>▪ This question focuses on the methods, tools, or processes needed to address the situation.</li><li>▪ How can the problem be solved or the goal be achieved?</li></ul>
 <b>Why?</b>	<ul style="list-style-type: none"><li>▪ This question helps uncover the root cause or underlying purpose of the situation.</li><li>▪ Why is the problem happening, or why is the goal important?</li></ul>