

# THE FIVE WHYS

## TOOL FOR DEVELOPING YOUR PURPOSE.

**1**

Start with a description statement of something your practice does.  
Ex. "We provide excellent dentistry for the whole family."



**2**

Ask "why" is it important to provide excellent dentistry for the whole family?



**3**

Ask why is this important?



**4**

Ask why is this important?



**5**

Keep asking why until you discover a deeper sense of your practice's purpose.

