

Issue Tree Analysis - Worksheet

Instructions

1. Review the central problem: 'Profit Decline'.
2. Fill in potential causes under each of the three categories:
 - Revenue
 - Costs
 - External Factors
3. Choose one branch and write 2-3 hypotheses that could explain the decline.
4. Suggest what data or analysis would help validate your hypotheses.

Mini Quiz

1. What does MECE stand for, and why is it important in an issue tree?
2. Which of these is a better root cause hypothesis?
 - A. 'Profits are down because costs are high'
 - B. 'Profits declined due to a 22% increase in fuel cost for distribution'
3. What should each branch of an issue tree ideally end with?
 - A. A chart
 - B. A testable question or insight
 - C. A list of symptoms