

# 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