

Week 7 – IB2 Class – Talking about Reasons or Root Causes

October 2015

Today, we are going to learn how to provide reasons or root causes to business issues, problems, or situations. Let's take a look and analyze how to "provide reasons or root causes" regarding various business situations.

Today's Key Point: 3 - Step Discussion Technique

Step 1: 3 Common Key Phrases for possibilities/root causes/reasons

1. The way I see it, there are three possibilities.
2. From my perspective, there are three possible root causes.
3. My take is, there are three possible reasons.

Step 2: Providing Potential "Reason Root Causes" Phrases

1. First, perhaps
2. This situation may be caused by....
3. The reason why this may have happened is...
4. The first root cause may be....
5. One possible reason is....

Step 3: Ending your comments

1. That's my take.
2. That's the way I see it.
3. That's my opinion.

Examples:

Issue #1: Our product sales are low.

Question Response:

Why do you think our product sales are low?

Speaking Technique #1:

The way I see it, there are three **possibilities**.

First of all, perhaps we may need to increase our advertising. In my opinion, we need more advertising in the electronic stores in Japan. **Furthermore, this situation may be caused by** many people not knowing our products in Japan. For example, many of my friends do not know our products. **Lastly, the reason why this may have happened is** there are too many competitors in the market at the moment. As a result, there are many new products in the market. **That's my take.**

Issue #2: There are many problems with your software.

Question Response:

What do you think is the root cause of why there are many problems with your software?

Speaking Technique #2:

From my perspective, there are three possible **root causes**.

To begin with, the first root cause may be we may need to increase our advertising. In my opinion, we need more advertising in the electronic stores in Japan. **The second root cause may be** many people not knowing our products in Japan. For example, many of my friends do not know our products. **Last but not least, the last root cause may be** there are too many competitors in the market at the moment. As a result, there are many new products in the market. **That's the way I see it.**

Issue #3: Only a few members speak in your weekly meetings.

Question Response:

Can you give me your take on why only a few members speak in your weekly meetings?

Speaking Technique #3:

My take is, there are three possible reasons.

For starters, perhaps, one possible reason is many members are shy to speak in front of many people. Many section members do not feel comfortable to talk when there are many members in the meeting. **In addition, another possible reason is** a few members in our section always speak. Therefore, other members don't have a chance to speak. **Finally, a third possible reason is** our meetings may be too long and many members are very tired. Case in point, many engineers work every day until 10 pm. **That's my opinion.**

Homework:

- **Directions:**
- 1. Next week, we will do a "meeting simulation."
- 2. Write down **3** business issues or problems in your job, project, or work situation and your **3** possible solutions for each issue or problem.
- 3. Be sure to use today's **THREE speaking techniques** when you write down your THREE possible solutions.
- 4. Try to think of "actual" or "real" issues in your work or job.
- 5. **PRINTOUT** your homework and bring it to class next week.
- Good luck!