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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	• Leveraging Adjacent Roles • Skills: It is all about knowledge and skill infusions that are needed to create a vision, different technical and business capabilities, and a roadmap for implementation.
Topic 2	• Value Design: This topic covers an effective challenge statement, the internal dynamics of the organization, the key external context for innovation, and strategic directions.
Topic 3	• Intangible Deliverables: The topic includes sub-topics about key relationships that are essential for solving the challenge statement, the best presentation techniques for communicating a vision, and the tools for productive cross-discipline collaboration.
Topic 4	• Tools and Artifacts: It focuses on high-level Salesforce capabilities, methods of co-creation, and the criteria for feasibility, desirability, and viability.

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Salesforce Certified Strategy Designer Exam Sample Questions (Q17-Q22):

NEW QUESTION # 17

A strategy designer leading a UX team needs to articulate their team's purpose and value to the rest of the company. The designer decides to create vision statements using a collaborative, research-backed process to increase team members' understanding and alignment of UX efforts.

What should be the steps taken to achieve this goal?

- A. Define, Design, Deploy
- **B. Gather, Envision, Plan**
- C. Hypothesize, Empathize, Optimize

Answer: B

Explanation:

The steps that should be taken to achieve the goal of creating vision statements using a collaborative, research-backed process are Gather, Envision, Plan. These steps involve gathering data and insights from research, envisioning possible future states based on insights, and planning how to communicate and execute the vision. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-vision-statements>

NEW QUESTION # 18

The design team at Cloud Kicks used qualitative research to uncover an opportunity to create a new line of sustainable footwear.

What should the strategy designer do to build a shared understanding and agreement among business leaders to move forward with this new initiative?

- A. Select the most senior stakeholder's goal as a path forward.
- B. Complete a competitive analysis collaboratively in a workshop.
- **C. Share customer needs and tie them to business goals.**

Answer: C

Explanation:

The strategy designer should share customer needs and tie them to business goals to build a shared understanding and agreement among business leaders to move forward with the new initiative of creating a new line of sustainable footwear. This helps demonstrate the value and relevance of the initiative, and how it aligns with the business vision and objectives. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/share-customer-needs-and-tie-them-to-business-goals>

NEW QUESTION # 19

Cloud Kicks wants to start providing coupons to its digital consumers.

In addition to Marketing Cloud, which product should be recommended?

- A. Revenue Cloud
- B. Service Cloud
- **C. B2C Commerce**

Answer: C

Explanation:

Explanation

B2C Commerce is a Salesforce product that helps businesses create engaging and personalized online shopping experiences for their customers. It integrates with Marketing Cloud to enable coupon management, promotion tracking, and customer segmentation.

References:

<https://www.salesforce.com/products/commerce-cloud/b2c-commerce/>

NEW QUESTION # 20

A newly formed design team at Cloud Kicks is concerned their work will suffer if they are not better aligned.

Which tool should a strategy designer recommend for the team to begin alignment?

- A. Brainstorm
- B. Consequence Scanning workshop
- **C. Team agreement**

Answer: C

Explanation:

Explanation

A team agreement is a tool that a strategy designer can recommend for the team to begin alignment. It is a document that defines the team's purpose, values, norms, roles, and expectations. It helps create a shared understanding and commitment among team members and foster a positive and productive team culture.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-a>

NEW QUESTION # 21

Customer service surveys and user feedback reveal Cloud Kicks' users desire new features on the sales platform. How should the strategy designer collaborate with the UX designer to ensure those features are both viable and feasible?

- A. Co-create a journey map with users
- B. Identify user quotes to make the case.
- **C. Align design implications to business goals.**

Answer: C

Explanation:

The best way to collaborate with the UX designer to ensure that new features on the sales platform are both viable and feasible is to align design implications to business goals, as this helps justify the value proposition and return on investment of the new features. Co-creating a journey map with users or identifying user quotes may not address the viability or feasibility aspects of the new features.

NEW QUESTION # 22

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