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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• 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 2	<ul style="list-style-type: none"> • 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 3	<ul style="list-style-type: none"> • 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 4	<ul style="list-style-type: none"> • 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 (Q52-Q57):

NEW QUESTION # 52

A strategy designer at Cloud Kicks conducted a series of interviews with business stakeholders and customers to gain insights into existing customer support operations and wrote the design challenge statement. which option reflects the format of the design challenge statement?

- A. How might we save our existing customers time by preemptively serving the info they need to deflect the customer support calls?
- B. Unify platforms and centralize support operations to save customers time and reduce business costs.
- C. As a user, I want to see trending support resources upon the first login to customer support so I can save my time.

Answer: A

Explanation:

The format of the design challenge statement is how might we + verb + user + need + context, which is a solution-free way of framing a problem or opportunity space. Option B reflects this format by asking how might we save our existing customers time by preemptively serving them the info they need to deflect customer support calls. Option A is an example of a user story, which is a solution-oriented way of expressing a user requirement. Option C is an example of a goal statement, which is a high-level way of expressing a desired outcome.

NEW QUESTION # 53

A project team at Cloud Kicks have this challenge statement: How might we increase the adaptability?
What information is missing that belongs for well written challenge statement?

- A. The persona being designed for
- B. The hypothesis of the solution
- C. The desired outcome

Answer: C

Explanation:

The information that is missing from this challenge statement is the desired outcome. A well-written challenge statement should include three elements: who (the persona being designed for), what (the need or problem to be solved), and why (the desired outcome or benefit). For example, a better challenge statement could be: How might we increase the adaptability of our sales team to generate more revenue in a changing market? The hypothesis of the solution is not part of the challenge statement, as it is a

proposed answer that needs to be tested and validated.

NEW QUESTION # 54

Poll results reveal consumers would like to be future-ready through more inclusive products and experiences. What should the strategy designer intentionally do to drive this outcome?

- **A. Design with exclusion experts.**
- B. Set customer acquisition targets for diverse audiences.
- C. Increase the design timeline.

Answer: A

Explanation:

Designing with exclusion experts means involving people who have been historically excluded or marginalized by existing products or services in the design process. This helps drive more inclusive outcomes by ensuring that the solutions meet the needs and preferences of diverse audiences. References:

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

NEW QUESTION # 55

The design team at Cloud Kicks has created a vision for a new virtual try on tool for its products, which would apply to multiple product lines, brands, and regions.

Which roadmap should the strategy designer create to communicate the planned releases of multiple products in a single view?

- **A. Portfolio roadmap**
- B. Product roadmap
- C. Strategy roadmap

Answer: A

Explanation:

Explanation

The best roadmap to communicate the planned releases of multiple products in a single view is a portfolio roadmap, as this helps show how different products align with the strategic goals and initiatives of the organization, and how they interrelate and depend on each other. A strategy roadmap or a product roadmap may not be able to capture the complexity and diversity of multiple products.

NEW QUESTION # 56

Poll results reveal consumers would like to be future-ready through more inclusive products and experiences. What should the strategy designer intentionally do to drive this outcome?

- **A. Design with exclusion experts.**
- B. Set customer acquisition targets for diverse audiences.
- C. Increase the design timeline.

Answer: A

Explanation:

Explanation

Designing with exclusion experts means involving people who have been historically excluded or marginalized by existing products or services in the design process. This helps drive more inclusive outcomes by ensuring that the solutions meet the needs and preferences of diverse audiences. References:

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NEW QUESTION # 57

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