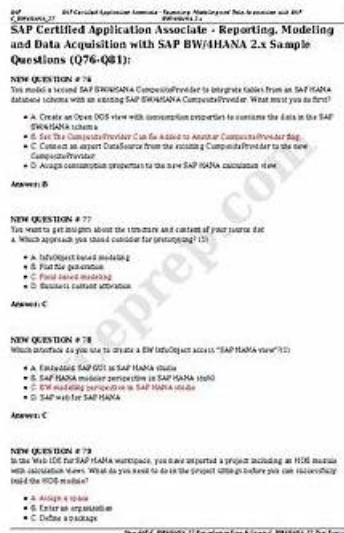


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## IASP Strategy Planning Professional Exam Sample Questions (Q150-Q155):

### NEW QUESTION # 150

All of the following are true about an effective communications strategy to drive change EXCEPT:

- A. It crafts personalized messages for different audiences and stakeholders
- **B. It assures one carefully crafted standard message for all audiences and stakeholders**
- C. It identifies appropriate media approaches for the various stakeholder segments
- D. It recognizes that message timing and roll-out need to be correctly sequenced

**Answer: B**

Explanation:

An effective communications strategy for change recognizes that a one-size-fits-all message is insufficient.

Instead, messages must be tailored to different stakeholder groups, using appropriate channels and timing to maximize relevance and engagement. The IASP SPP curriculum stresses segmentation, sequencing, and personalization as key to overcoming resistance and fostering buy-in. A single standard message risks alienating groups with diverse concerns and information needs, reducing overall effectiveness. Thoughtful communication planning considers varied audience perspectives to facilitate smooth change implementation.  
#IASP SPP Study Guide - Change Communication##Kotter, Leading Change#

### NEW QUESTION # 151

True or False: Middle managers are exclusively responsible for the development of scenarios to influence the organization's strategic direction.

- **A. False**
- B. True

**Answer: A**

Explanation:

Middle managers are important contributors but are not exclusively responsible for scenario development affecting strategic direction. Scenario planning is typically a collaborative effort involving senior leadership, strategic planners, and key stakeholders. The IASP SPP curriculum highlights inclusive scenario development to incorporate diverse perspectives and improve strategic robustness.  
#IASP SPP Study Guide - Scenario Planning##Schoemaker, Scenario Planning#

### NEW QUESTION # 152

Which of the following questions is MOST critical because it leads to more effective thinking and planning?

- A. Who?
- B. What?
- **C. Why?**
- D. When?

**Answer: C**

Explanation:

The question "Why?" drives critical reflection on purpose and rationale, enabling deeper understanding and more effective strategic thinking. The IASP SPP curriculum stresses that questioning why promotes clarity of intent, challenges assumptions, and aligns actions with fundamental goals. This foundational inquiry supports robust planning and adaptive strategy development.  
#IASP SPP Study Guide - Strategic Thinking##Senge, The Fifth Discipline#

### NEW QUESTION # 153

Well-planned and ongoing communication during the planning process is essential to ensure "buy-in" and continuous engagement ("stay-in") of which of the following groups?

- A. Senior management

- B. Board of directors
- **C. Key internal and external stakeholders, and the Board of Directors**
- D. Shareholders

**Answer: C**

Explanation:

Maintaining "buy-in" and continuous engagement requires well-planned communication with all key internal and external stakeholders and the Board of Directors. Inclusive communication fosters alignment, trust, and shared ownership of the strategic process. The IASP SPP framework stresses that stakeholder engagement across organizational levels and external partners reduces resistance and supports implementation success. Limiting communication to only shareholders, the board, or senior management excludes vital participants and undermines broad support. #IASP SPP Study Guide - Stakeholder Engagement# #Freeman, Strategic Management#

#### NEW QUESTION # 154

Which of the following practices is aligned with the company's purpose, mission, and strategies?

- A. Clear out year-end inventories by expanding into factory outlets
- **B. Allow high-end department store partners to clear year-end inventories through modest discounting**
- C. Write off and destroy year-end inventories
- D. Clear out year-end inventories by exporting to developed overseas markets like China

**Answer: B**

Explanation:

Allowing high-end department store partners to clear inventories through modest discounting maintains brand integrity and aligns with the company's mission and strategic positioning. This approach preserves the premium image and supports key retail partnerships. Other options risk diluting brand value (factory outlets), misaligning market focus (exports), or reflect poor inventory management (write-offs). The IASP SPP curriculum highlights that operational practices must be consistent with strategic intent to sustain competitive advantage and stakeholder trust. #IASP SPP Study Guide - Strategy Alignment##Kaplan & Norton, Balanced Scorecard#

#### NEW QUESTION # 155

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