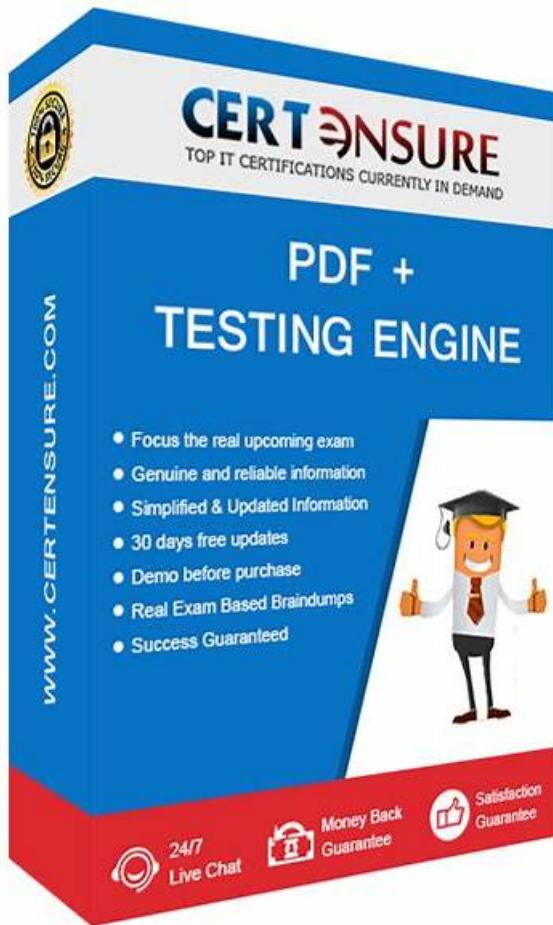


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IASP Strategy Planning Professional Exam Sample Questions (Q119-Q124):

NEW QUESTION # 119

The entrance into the transportation industry of ride-sharing services (UBER, LYFT, etc ...) is an example of

- A. An expensive product strategy.
- B. Successful market segmentation.
- C. A winning brand strategy.
- D. A disruptive innovation.

Answer: D

Explanation:

Ride-sharing services represent disruptive innovation, introducing new business models that challenge traditional transportation by leveraging technology, flexibility, and customer convenience. The IASP SPP curriculum discusses disruptive innovation as a driver of industry transformation and strategic opportunity, requiring incumbents to adapt or risk obsolescence. #IASP SPP Study Guide - Innovation and Growth#

#Christensen, The Innovator's Dilemma#

NEW QUESTION # 120

Which of the following is NOT considered a quality-management-best-practice in support of an organization's strategic direction and core values?

- A. Quantitative measurement
- B. Force-field analysis
- C. Benchmarking
- D. Process redesign

Answer: B

Explanation:

Force-field analysis is primarily a change management tool used to evaluate forces supporting and opposing change, not a core quality management practice. In contrast, quantitative measurement, process redesign, and benchmarking are foundational quality management practices that drive continuous improvement aligned with strategy and values. The IASP SPP curriculum distinguishes quality management tools that enhance operational excellence from change analysis techniques like force-field analysis. #IASP SPP Study Guide - Quality Management##Deming, Total Quality Management#

NEW QUESTION # 121

Which of the following is MOST characteristic of the process of articulating an organization's competitive strategies?

- A. Can best be accomplished by issuing written descriptions
- B. Depends on a thorough understanding of the organization and its environment
- C. Should be done annually
- D. Is primarily the role of a public relations department

Answer: B

Explanation:

Articulating competitive strategies depends on a thorough understanding of the organization's capabilities and external environment, enabling effective positioning and differentiation. The IASP SPP curriculum emphasizes environmental analysis, SWOT, and strategic thinking as prerequisites for meaningful competitive strategy formulation. It is a leadership and strategic management function, not merely communication or a fixed annual task. #IASP SPP Study Guide - Competitive Strategy##Porter, Competitive Strategy#

NEW QUESTION # 122

What is the key activity when working with middle management on strategic plan implementation?

- A. Communicating the strategy and issues
- B. Listening to staff problems
- C. Understanding the departmental objectives
- D. **Building buy-in and ownership of the strategy**

Answer: D

Explanation:

Middle management plays a critical role in bridging senior leadership and frontline employees during strategic plan implementation. The key activity in working with middle management is building buy-in and ownership of the strategy. Ownership motivates middle managers to actively champion the strategy, align team efforts, and ensure that operational actions support strategic goals. The IASP SPP curriculum emphasizes that without genuine commitment from middle managers, strategic plans often fail during execution. Middle managers are accountable for translating strategic intent into specific tasks and maintaining momentum. While communication and understanding objectives are important, these support activities are secondary to securing ownership to drive performance. #IASP SPP Study Guide - Implementation Leadership#
#Kotter, Leading Change#

NEW QUESTION # 123

Cost reduction can be MOST consistently achieved by

- A. Reducing unnecessary processes
- B. Pressuring suppliers to cut corners
- C. Reducing staff to minimum essential levels
- D. Investing heavily in information technology

Answer: A

Explanation:

Consistent cost reduction is best achieved by eliminating unnecessary or non-value-adding processes, streamlining operations for efficiency. The IASP SPP curriculum highlights process optimization as a sustainable cost control strategy, unlike aggressive supplier pressure or workforce cuts, which can harm quality or morale. IT investments can enable cost reduction but are not guaranteed. #IASP SPP Study Guide - Cost Management##Deming, Total Quality Management#

NEW QUESTION # 124

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