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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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.

Topic 4	<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.
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Salesforce Certified Strategy Designer Exam Sample Questions (Q55-Q60):

NEW QUESTION # 55

Cloud Kicks' sales team is reporting an increased rate of churn. The Support team is frequently bombarded with customer requests for less complicated user experience. The development team sees the risk in changing a mature product. What should a strategy designer recommend to help create alignment between the team?

- A. Share stories from customer reach to create a common understanding of challenges.
- B. Create a prioritized product roadmap to ensure future releases address known challenges.
- C. Define acceptance criteria and acceptance testing to validate intended outcomes.

Answer: A

Explanation:

The best recommendation to help create alignment between the team is to share stories from customer research to create a common understanding of challenges, as this helps empathize with the customer pain points and needs and foster a user-centric mindset. Creating a prioritized product roadmap or defining acceptance criteria and testing may not address the root cause of the misalignment or the complexity of the user experience.

NEW QUESTION # 56

Cloud Kicks' design team learns of the desire for sustainable materials while co-creating personalization concepts with their West Coast influencers. Which method should the team use improve feasibility of this concept direction?

- A. Review and align with company V2MOM
- B. Create a functional prototype.
- C. Run a cost benefit analysis.

Answer: C

Explanation:

Explanation

The best method to improve feasibility of a concept direction that involves sustainable materials is to run a cost benefit analysis, which is a quantitative way of comparing the costs and benefits of different alternatives and finding the optimal solution. Creating a functional prototype or reviewing and aligning with company V2MOM may not address the feasibility issue directly.

NEW QUESTION # 57

A strategy designer creates a bridge from the project vision to product development through prioritization. Which factor should be considered to minimize cost and maximize value?

- A. Effort
- B. Velocity
- C. Usability

Answer: A

Explanation:

Explanation

Effort is a factor that should be considered to minimize cost and maximize value when prioritizing ideas or features. Effort refers to the amount of time, resources, or complexity required to implement a solution. It helps estimate the cost-benefit ratio of each solution, and select the ones that deliver the most value with the least effort.

References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-p>

NEW QUESTION # 58

Cloud Kicks is going to conduct research with users of products to better understand their needs. What are some safeguards that should be put in place to ensure the research is conducted ethically?

- A. A code of conduct, ethics training, and a research data handling policy
- B. A customer journey map, research scenario, and a RAID log
- C. A hypothesis, project plan, and financial reimbursement for users

Answer: A

Explanation:

Some safeguards that should be put in place to ensure the research is conducted ethically are a code of conduct, ethics training, and a research data handling policy. A code of conduct is a set of principles and guidelines that define ethical behavior and expectations for researchers and participants. Ethics training is a way to educate researchers on ethical issues and best practices in conducting research. A research data handling policy is a document that specifies how research data will be collected, stored, accessed, shared, analyzed, and disposed of in a secure and compliant manner. A customer journey map, research scenario, and a RAID log are tools for planning and documenting research activities, but they do not address ethical issues.

A hypothesis, project plan, and financial reimbursement for users are elements of research design and execution, but they do not ensure ethical conduct.

NEW QUESTION # 59

Cloud Kicks (CK) is going through a digital transformation exercise around its customer support capabilities. CK's strategy designer suggests to include Omni-Channel as a part of the company's transformation discovery.

Which channel is included in Salesforce Omni-Channel capabilities?

- A. Messaging
- B. Self-Service
- C. Onsite Visit

Answer: A

Explanation:

The channel that is included in Salesforce Omni-Channel capabilities is messaging, which allows customers to communicate with agents via SMS, Facebook Messenger, WhatsApp, or other messaging platforms. Onsite visit or self-service are not channels that are supported by Omni-Channel.

NEW QUESTION # 60

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