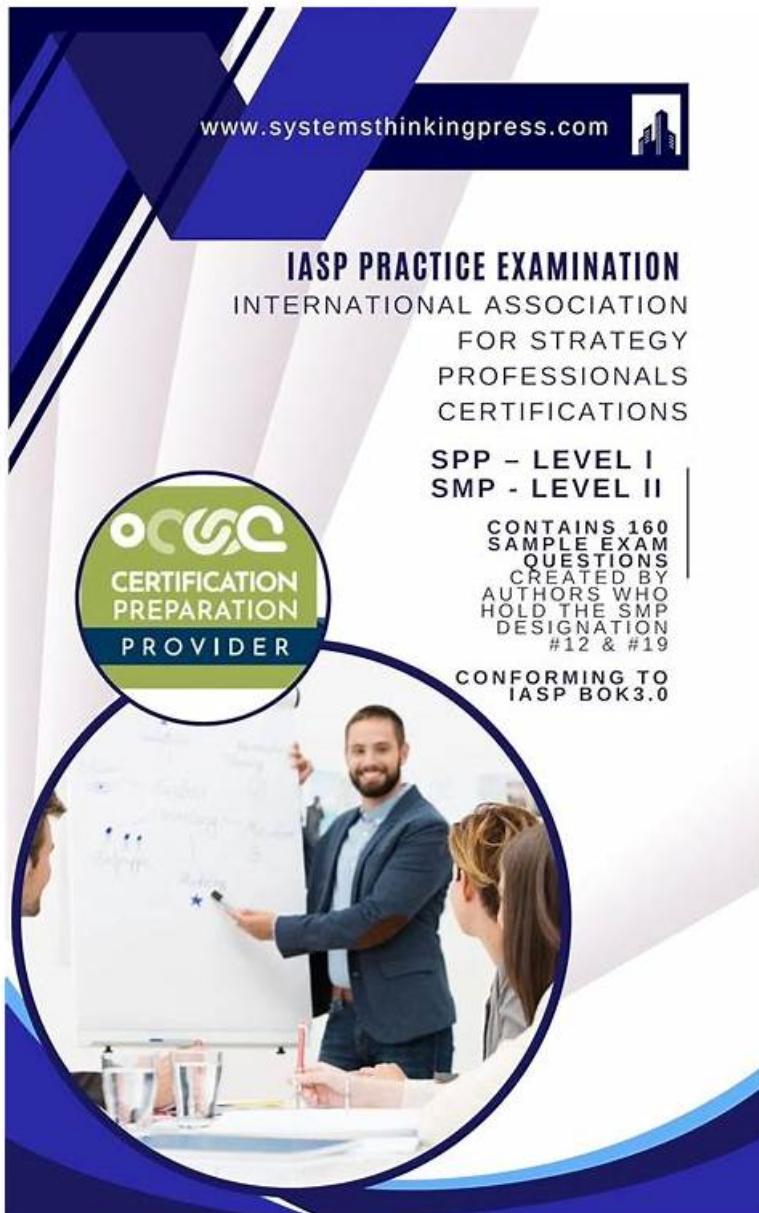


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IASP Strategy Planning Professional Exam Sample Questions (Q56-Q61):

NEW QUESTION # 56

An effective vision statement

- A. is future oriented and inspiring.
- B. is carefully defined and complete.
- C. sets aggressive financial goals.
- D. explains the organization's strategy.

Answer: A

Explanation:

An effective vision statement provides a future-oriented, inspiring picture of what the organization aspires to become. It motivates stakeholders and guides strategic direction without prescribing detailed strategies or financial targets. The IASP SPP curriculum stresses that clear and compelling vision statements align organizational efforts and build shared purpose. While precision and completeness are valuable, the primary role of vision is aspirational, not operational.
IASP SPP Study Guide - Vision and Mission
Drucker, The Practice of Management

NEW QUESTION # 57

Which of the following is a common impediment or barrier to effective strategic planning?

- A. A lack of senior management support
- B. Thorough involvement of middle management
- C. Balanced focus on external and internal pressures or trends
- D. Fully engaged strategic planning staff

Answer: A

Explanation:

A lack of senior management support is one of the most significant barriers to successful strategic planning.

Without leadership commitment, strategy efforts lack resources, authority, and credibility. The IASP SPP curriculum emphasizes that senior leaders must champion strategy to enable alignment, execution, and cultural adoption. Engaged staff and management focus are enablers, not impediments.
IASP SPP Study Guide - Barriers to Planning
Kotter, Leading Change

NEW QUESTION # 58

"Positioning" is BEST described as

- A. an organization's choice of media and strategies for marketing its products/services.
- B. what differentiates an organization in the eyes of its customers.
- C. an organization's location in relation to its largest segment.
- D. the relative value of an organization's stock compared to its competitors.

Answer: B

Explanation:

Positioning refers to the strategic process of differentiating an organization in the minds of its customers by clearly defining unique value propositions and identity. It shapes customer perceptions and influences buying decisions. The IASP SPP framework emphasizes positioning as key to competitive advantage and strategy formulation, guiding marketing, product development, and communications. Positioning is distinct from marketing media choices, stock valuation, or physical location, focusing instead on perception and value differentiation.
IASP SPP Study Guide - Positioning and Differentiation
Kotler, Marketing Management

NEW QUESTION # 59

Which of the following is an appropriate technique to ensure staff members have a greater chance of achieving their goals?

- A. Assemble a coalition with a clear and simple message to encourage the masses
- **B. Break the challenge into manageable parts and address the hurdles to strategy execution**
- C. Hire a consultant to assist in restructuring to achieve a flatter organization
- D. Build a top management team with strong functional skills that strives to create mutually beneficial outcomes

Answer: B

Explanation:

Breaking challenges into manageable parts and systematically addressing execution hurdles helps staff maintain focus, build confidence, and make steady progress. The IASP SPP framework highlights this incremental approach as effective in overcoming complexity and uncertainty in strategy execution. It enables prioritization, resource allocation, and adaptive problem-solving. While leadership and coalitions are important, tangible stepwise progress directly improves goal achievement likelihood. #IASP SPP Study Guide

- Strategy Execution##Kotter, Leading Change#

NEW QUESTION # 60

Which of the following are the key considerations when determining which performance measure to apply to a strategic objective?

- A. Is easy to track, reports on outcomes soon after the fact, and is accepted by industry leaders
- **B. Is valid and verifiable and helps to balance a mix of both leading and lagging performance indicators**
- C. Compares performance against competitors, communicates a positive message to shareholders, is tracked without creating new processes, and is predictive
- D. Is linked to financial performance, is requested by the board of directors, gives insight as to what customers are thinking, and is predictive

Answer: B

Explanation:

Key performance measures should be valid, verifiable, and balanced between leading (predictive) and lagging (outcome) indicators. Validity ensures measures accurately represent performance, while verification ensures reliable data. Balancing indicator types allows organizations to anticipate issues early and assess results after the fact. The IASP SPP curriculum stresses this balance as critical for effective performance management and strategic responsiveness. While ease of tracking and stakeholder acceptance are important, validity and balance are fundamental. #IASP SPP Study Guide - Performance Metrics##Kaplan & Norton, Balanced Scorecard#

NEW QUESTION # 61

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