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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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"> 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.

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Salesforce Certified Strategy Designer Exam Sample Questions (Q20-Q25):

NEW QUESTION # 20

A strategy designer is presenting their new service vision to an executive audience. What should the designer include in the executive summary to meet the audience needs?

- A. A detailed report of the data that informed the new vision
- B. The different options explored in the process of designing this vision
- C. A plan description including who needs to act and what they need to do

Answer: C

Explanation:

The best thing to include in the executive summary when presenting a new service vision to an executive audience is a plan description including who needs to act and what they need to do, as this provides a clear and concise overview of the vision and its implementation. A detailed report of the data that informed the new vision or the different options explored in the process of designing this vision may not be relevant or interesting for an executive audience.

NEW QUESTION # 21

A start-up specializing in healthcare is beginning the research and development phases for an application intended for patients and doctors. The strategy designer wants to help both audiences evaluate and prioritize ideas, opportunities, and features toward a shared understanding of a new patient experience.

Which tool should be used to facilitate and share this vision?"

- A. Storyboard
- B. Cross-functional survey
- C. Creative brief

Answer: A

Explanation:

A storyboard is a tool that should be used to facilitate and share the vision of a new patient experience. A storyboard is a visual narrative that illustrates the user's journey with a product or service, using sketches, images, or text. It helps communicate the value proposition and key features of the solution, and how it addresses the user's needs and goals. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-a-storyboard>

NEW QUESTION # 22

Cloud Kicks' existing customers are loyal, but the company believes its total addressable market is larger.

What should their strategy designer explore to increase market share?

- A. Reinvesting in existing products
- B. Diversifying product offerings
- C. Deepening customer engagement

Answer: B

Explanation:

Explanation

The strategy designer should explore diversifying product offerings to increase market share. This means creating new products or services that appeal to different customer segments or needs, and expanding the customer base and revenue potential of the business.

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

NEW QUESTION # 23

A fitness company is starting a service that combines data from connected weights with virtual coaching. The company is about to start a new innovation sprint with the following challenge statement: "How might we empower people who are new to fitness to increase their strength?" Which metrics should be used to measure the success of the initiative?

- A. Increase in user referrals and net promoter score (NPS) rating
- **B. Increase in new user activity and connected weight utilization**
- C. New user activations and connected weight sales

Answer: B

Explanation:

Explanation

The metrics that should be used to measure the success of the initiative are increase in new user activity and connected weight utilization. These metrics are aligned with the challenge statement of empowering people who are new to fitness to increase their strength, as they indicate engagement and retention of the target audience. References:

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

NEW QUESTION # 24

Cloud Kicks (CK) has gone through a comprehensive redesign of its internal sales process to better embed it into the capabilities of Sales Cloud. CK's executive stakeholders are concerned there will be limited adoption by the sales team, as Sales Cloud is too new to them and their processes were mostly based on guided documents within Excel.

Which approach should the strategy designer recommend to aid the sales team in onboarding to Sales Cloud?

- **A. Use In-App Guidance and invest in change management.**
- B. Sync an Excel file with Salesforce Connect.
- C. Customize Sales Cloud to mimic existing sales process.

Answer: A

Explanation:

The strategy designer should recommend using In-App Guidance and investing in change management to aid the sales team in onboarding to Sales Cloud. In-App Guidance is a feature that allows creating prompts and walkthroughs within Salesforce to guide users through new features or processes. Change management is a process that involves planning, communicating, and supporting users through organizational changes, such as adopting new technologies or workflows. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/use-in-a>

NEW QUESTION # 25

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