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### IASPS Strategy Planning Professional Exam Sample Questions (Q50-Q55):

### NEW QUESTION # 50

Factors to consider in defining an organization's strategy and business model include all of the following EXCEPT:

- A. Market assumptions
- B. Customer segments and relationships
- C. The company's value proposition
- D. The public image of the company in the media

**Answer: D**

Explanation:

While public image may influence perception, it is not a fundamental factor in defining the strategy or business model. Core considerations include identifying customer segments, crafting value propositions, and articulating market assumptions that ground strategic decisions. The IASP SPP curriculum advises focusing on controllable and strategic elements that drive competitive advantage and business viability rather than external media image, which can be volatile and less directly actionable.#IASP SPP Study Guide - Strategy Development##Osterwalder & Pigneur, Business Model Generation#

### NEW QUESTION # 51

Which of the following is the BEST way to obtain feedback once a draft strategic plan has been created?

- A. Have the chief executive call the stakeholders
- B. Meet with key stakeholders
- C. Send a paper copy of the draft strategic plan to stakeholders
- D. Post the draft strategic plan on the website

**Answer: B**

Explanation:

Meeting directly with key stakeholders provides the best feedback because it enables interactive dialogue, immediate clarification, and deeper understanding. This approach fosters engagement, trust, and constructive input, allowing planners to refine the strategic plan effectively. The IASP SPP curriculum highlights that personal interaction is essential for buy-in and quality feedback. Passive distribution methods like posting online or sending copies lack engagement and risk misunderstanding or limited response.#IASP SPP Study Guide - Stakeholder Engagement##Freeman, Strategic Management#

### NEW QUESTION # 52

In designing an organization's structure, which of the following is NOT relevant or NOT worthy of consideration?

- A. Company culture
- B. The company's attrition rate
- C. Customer segments
- D. Operating environment

**Answer: B**

Explanation:

While attrition rate reflects workforce stability, it is not a primary factor in organizational structure design. Core considerations include customer segments, operating environment, and company culture, which directly shape how the organization organizes roles and processes. The IASP SPP curriculum highlights that structure must enable effective service delivery and strategic responsiveness, which attrition influences indirectly but is not a structural determinant.#IASP SPP Study Guide - Organizational Design##Ulrich, Human Resource Champions#

### NEW QUESTION # 53

To improve the likelihood that a plan will be followed, it must be

- A. comprehensive and far-reaching
- B. intelligent and worthwhile
- C. interesting and engaging
- D. clear and executable

## Answer: D

Explanation:

A strategic plan's success depends on it being clear and executable, meaning that objectives and actions are understandable and practically achievable. The IASP SPP curriculum stresses that clarity ensures alignment and focus, while executability ensures feasibility and drives implementation. Intelligence or interest alone does not guarantee adoption, nor does complexity ensure effectiveness.<sup>#IASP SPP Study Guide - Effective Planning##Kotter, Leading Change#</sup>

## NEW QUESTION # 54

An effective organizational vision describes

- A. how the organization will create value for its customers.
- B. the organization's purpose.
- C. what the organization does.
- D. the organization's desired future state.

## Answer: D

Explanation:

An organizational vision articulates the desired future state, providing inspiration and direction for long-term aspirations. It differs from the mission (purpose) and operational definitions (what the organization does or how value is created). The IASP SPP curriculum highlights vision as a foundational element for strategic planning, motivating stakeholders and guiding decisions toward a shared future. Clear, compelling vision statements unify efforts and foster commitment.<sup>#IASP SPP Study Guide - Vision and Mission##Drucker, The Practice of Management#</sup>

## NEW QUESTION # 55

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