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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<ul style="list-style-type: none">Leveraging Adjacent RolesSkills: 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">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"> • 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 (Q135-Q140):

NEW QUESTION # 135

A strategy designer is kicking off a project to reimagine the high-end private banking experience for a financial services company. What should they do to learn about the unique expectations of the company's customers?

- A. Share prototypes of different interface directions with 100 people who regularly use their bank's app.
- B. Send a survey to all stakeholders about their banking app attitudes, preferences, and desires.
- **C. Interview 8-10 customers about how banking fits into their lives and their ideal relationship with their bank.**

Answer: C

Explanation:

Explanation

Interviewing 8-10 customers about how banking fits into their lives and their ideal relationship with their bank is the best way to learn about the unique expectations of the company's customers. This method provides qualitative and contextual insights into the customers' needs, goals, pain points, and emotions.

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

NEW QUESTION # 136

Cloud Kicks (CK) is working on enhanced functionality for an existing sales application.

What should CK do to ensure the proposed design is compatible with the current data model?

- **A. Run a technical design critique.**
- B. Perform end user testing.
- C. Create high fidelity prototypes.

Answer: A

Explanation:

A technical design critique is a method that helps ensure the proposed design is compatible with the current data model by inviting feedback from technical experts, such as developers or architects. It helps identify potential issues or gaps in the design and suggest improvements or alternatives. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/run-a-technical-design-critique>

NEW QUESTION # 137

Cloud Kicks (CK) is creating a high-priority loyalty program as part of a larger engagement strategy for the company. Several top leaders want to remain involved but don't have much time to invest.

What should CK's strategy designer do to keep these leaders informed and invested, avoiding project disruption due to a lack of alignment?

- A. Create individual plans for working with top leaders based on their preferred cadence and type of involvement.
- **B. Create a communication plan based on leaders' interest, influence, and level of support for the work.**
- C. Create three moments that matter, where top leaders will be invited to provide feedback.

Answer: B

Explanation:

Explanation

The strategy designer should create a communication plan based on leaders' interest, influence, and level of support for the work, to keep them informed and invested, avoiding project disruption due to a lack of alignment. This helps tailor the communication frequency, format, and content to the needs and preferences of each leader, and ensure they are engaged and aligned throughout the project. References:

NEW QUESTION # 138

At a project kickoff, a stakeholder shared the hypothesis that the price point was the reason their product was failing in the market. But when the design team conducted qualitative research, they learned that customers wanted an entirely different type of product. How should the design team present this information knowing they would challenge a stakeholder's hypothesis?

- A. In a 'How Might We" statement to encourage new ideas
- B. In a walking deck with video clips from research sessions
- C. In an insights workshop with plenty of time for group discussion

Answer: C

Explanation:

The design team should present the information that challenges a stakeholder's hypothesis in an insights workshop with plenty of time for group discussion. This helps create a safe and collaborative space where the stakeholder can ask questions, share feedback, and understand the research findings and implications.

References:

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

NEW QUESTION # 139

The design team is working on a high-fidelity prototype to create a more enjoyable user experience. The development team is busy and focused on the build, so the design team wants to engage them efficiently.

What is a key reason why they would engage the developer team?

- A. To research new features
- B. To provide design feedback
- C. To validate technical limitations

Answer: C

Explanation:

Explanation

The key reason why the design team would engage the developer team is to validate technical limitations.

Technical limitations are constraints or challenges that affect the feasibility or viability of a solution, such as platform capabilities, integrations, performance, security, or scalability. The design team should consult with the developer team to understand and address these limitations, and ensure that the solution is realistic and achievable.

References:

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

NEW QUESTION # 140

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