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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">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"> • 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 4	<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.

Salesforce Certified Strategy Designer Exam Sample Questions (Q124-Q129):

NEW QUESTION # 124

At a project kickoff, the strategy designer wants to get ideas from all stakeholders to use as hypotheses. The designer runs a sketching activity with the multi-disciplinary group, asking everyone to sketch. They give everyone fat markers and sticky notes, and set a timer for 5 minutes of sketching.

What is the reason why marker choice is important?

- A. They ensure stakeholders can fit detailed sketches on a sticky note in the allotted time.
- B. They anonymize the sketches so that stakeholders cannot judge others' drawing abilities.
- C. They enable stakeholders to focus on generating ideas rather than detailing UI.

Answer: C

Explanation:

Explanation

The reason why marker choice is important is that they enable stakeholders to focus on generating ideas rather than detailing UI. Fat markers are thick pens that limit the level of detail that can be drawn on a sticky note.

They help stakeholders concentrate on the concept or idea behind the sketch, rather than the user interface or visual design.

References:

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

NEW QUESTION # 125

While conceptualizing a new footwear line, the design team gained feedback that both employees and consumers are seeking more sustainable products. Leaders need more rationale to justify the investment.

Which values-based design principle should be used to reinforce this feedback?

- A. Focus on creating enduring advantage
- B. Use energy from renewable resources.
- C. Create products from recycled materials.

Answer: C

Explanation:

Explanation

The best values-based design principle to use to reinforce the feedback that both employees and consumers are seeking more sustainable products is to create products from recycled materials, as this helps reduce environmental impact, conserve resources, and demonstrate social responsibility. Using energy from renewable resources or focusing on creating enduring advantage may not be directly related to the product design.

NEW QUESTION # 126

A strategy designer at Cloud Kicks conducted a series of interviews with business stakeholders and customers to gain insights into existing customer support operations and wrote the design challenge statement. Which option reflects the format of the design challenge statement?

- A. As a user, I want to see trending support resources upon the first login to customer support so I can save my time.
- B. How might we save our existing customers time by preemptively serving the info they need to deflect the customer support calls?
- C. Unify platforms and centralize support operations to save customers time and reduce business costs.

Answer: B

Explanation:

Explanation

The format of the design challenge statement is how might we + verb + user + need + context, which is a solution-free way of framing a problem or opportunity space. Option B reflects this format by asking how might we save our existing customers time by preemptively serving them the info they need to deflect customer support calls. Option A is an example of a user story, which is a solution-oriented way of expressing a user requirement. Option C is an example of a goal statement, which is a high-level way of expressing a desired outcome.

NEW QUESTION # 127

Cloud Kicks has envisioned an omnichannel experience for its customers that lets them seamlessly move across devices and select from multiple communication channels when reaching out to the company. The strategy designer creates a go-to-market (GTM) strategy for this concept.

What is a core component of a successful GTM strategy?

- A. Digital marketing plan
- B. Test-driven development
- C. Product value proposition

Answer: C

Explanation:

Explanation

A product value proposition is a core component of a successful go-to-market (GTM) strategy. A product value proposition is a statement that summarizes the benefits and value that a product or service offers to customers, and how it solves their problems or satisfies their needs. It helps communicate the unique selling points and differentiation of the product or service, and attract and retain customers.

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

NEW QUESTION # 128

Cloud Kicks asks to see a roadmap denoting how the design team will turn their product vision into reality.

What should the team do when developing their roadmap?

- A. Ensure stakeholders stay connected and aligned during roadmap development
- B. Set expectations that once the roadmap is approved It will not be modified.
- C. Focus on features, including detailed outputs associated with each one.

Answer: A

Explanation:

Explanation

The team should ensure stakeholders stay connected and aligned during roadmap development, when creating their roadmap to turn their product vision into reality. This helps avoid misalignment or confusion among stakeholders, and ensure that the roadmap reflects their feedback and expectations.

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

NEW QUESTION # 129

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