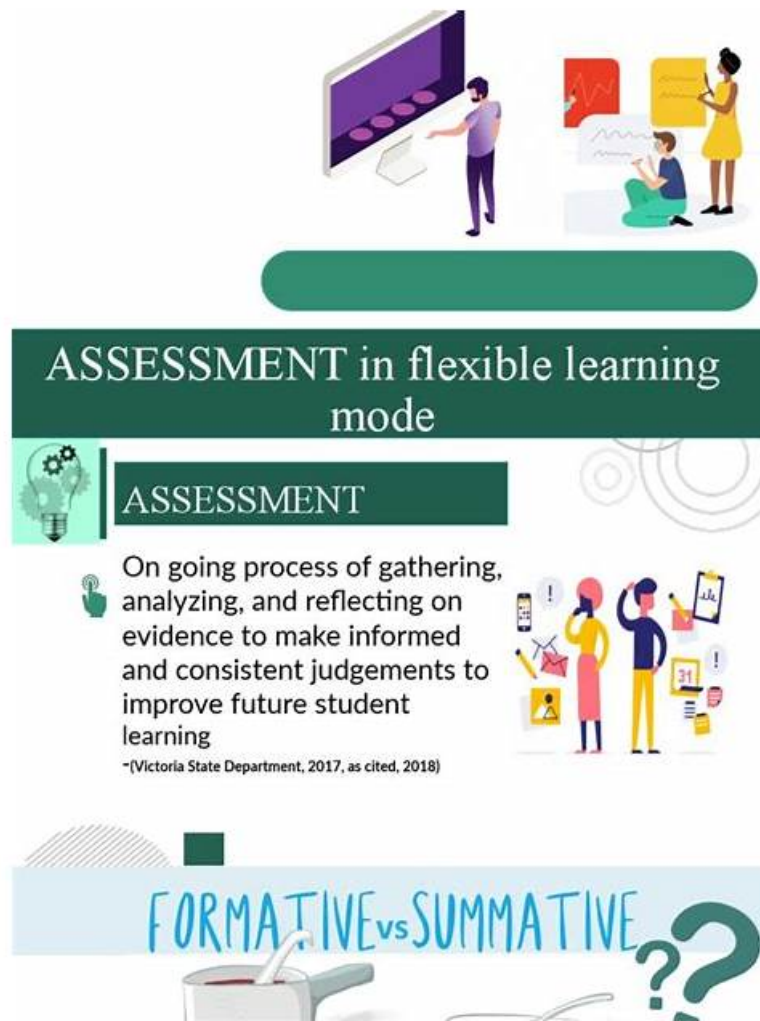


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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	Tools and Artifacts: It focuses on high-level Salesforce capabilities, methods of co-creation, and the criteria for feasibility, desirability, and viability.
Topic 2	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	• 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	• Value Design: This topic covers an effective challenge statement, the internal dynamics of the organization, the key external context for innovation, and strategic directions.

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Salesforce Certified Strategy Designer Exam Sample Questions (Q97-Q102):

NEW QUESTION # 97

A Strategy Designer at Cloud Kicks presents narrative to drive stakeholder alignment for a new product vision. In addition to the narrative, what should the designer provide to create alignment?

- A. A roadmap to minimize miscommunication about milestones in the build process.
- B. Incentives to motivate internal stakeholders to align with the proposed future state
- C. The strategic case including a breakdown of features and why they meet audience needs.

Answer: C

Explanation:

In addition to the narrative, the designer should provide the strategic case including a breakdown of features and why they meet audience needs to create alignment. The strategic case is a way to explain how the new product vision aligns with the company's mission, values, goals, and capabilities. It also shows how the product features address user needs, pain points, motivations, and behaviors. This can help persuade internal stakeholders to support the new product vision by demonstrating its value proposition and relevance. Incentives may motivate stakeholders temporarily but they do not create lasting alignment or commitment. A roadmap may show how the new product vision will be implemented but it does not justify why it should be pursued.

NEW QUESTION # 98

Customer service surveys and user feedback reveal Cloud Kicks' users desire new features on the sales platform How should the strategy designer collaborate with the UX designer to ensure those features are both viable and feasible?

- A. Identify user quotes to make the case.
- B. Co-create a journey map with users
- C. Align design implications to business goals.

Answer: C

Explanation:

Explanation

The best way to collaborate with the UX designer to ensure that new features on the sales platform are both viable and feasible is to align design implications to business goals, as this helps justify the value proposition and return on investment of the new features. Co-creating a journey map with users or identifying user quotes may not address the viability or feasibility aspects of the new features.

NEW QUESTION # 99

The design team at Cloud Kicks is making the case for analogous research as part of the design process for a brand new experience.

What should analogous research help them accomplish?

- A. Bring fun into an otherwise boring project.
- B. Explain a complex strategy to varied stakeholders.
- **C. Generate unexpected ideas and increase empathy.**

Answer: C

Explanation:

Analogous research is a type of research that involves looking at examples from other domains or industries that have similar challenges or goals as the design project. It helps generate unexpected ideas and increase empathy by exposing the design team to different perspectives and solutions. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct-analogous-research>

NEW QUESTION # 100

Cloud Kicks is making sustainability a new core value.

Which methodology should a strategy designer use to help stakeholders understand the impact of that decision on current products and services?

- A. Heuristics evaluation
- B. Corporate integrity workshop
- **C. Business model canvas**

Answer: C

Explanation:

Explanation

A business model canvas is a methodology that a strategy designer should use to help stakeholders understand the impact of making sustainability a new core value on current products and services. A business model canvas is a tool that helps describe, design, and evaluate the key elements of a business model, such as value proposition, customer segments, revenue streams, cost structure, and key resources. It helps assess the desirability, viability, and feasibility of a product or service, and identify opportunities and risks for improvement or innovation. References:

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

NEW QUESTION # 101

Cloud Kicks (CK) wants to prototype and test the value proposition for a potential new business venture.

When gathering customer feedback on the prototype, which question should CK seek answers to when determining if the business model is viable?

- A. Would customers recommend this to a friend?
- **B. What are customers willing to pay?**
- C. How would customers improve the experience?

Answer: B

Explanation:

Explanation

The question that CK should seek answers to when determining if the business model is viable is what are customers willing to pay? This question helps evaluate the value proposition and revenue streams of the new service, and whether customers perceive the service as worth paying for.

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

NEW QUESTION # 102

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