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## Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

| Topic   | Details  |
|---------|--|
| Topic 1 | <ul style="list-style-type: none"><li>• Leveraging Adjacent Roles</li><li>• 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.</li></ul>   |
| Topic 2 | <ul style="list-style-type: none"><li>• Value Design: This topic covers an effective challenge statement, the internal dynamics of the organization, the key external context for innovation, and strategic directions.</li></ul>  |
| Topic 3 | <ul style="list-style-type: none"><li>• 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.</li></ul> |
| Topic 4 | <ul style="list-style-type: none"><li>• Tools and Artifacts: It focuses on high-level Salesforce capabilities, methods of co-creation, and the criteria for feasibility, desirability, and viability.</li></ul>  |

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## Salesforce Certified Strategy Designer Exam Sample Questions (Q118-Q123):

### NEW QUESTION # 118

A strategy designer at Cloud Kicks is working on a strategic vision for a new movement tracking app that integrates with their footwear.

Which approach should validate the market for this concept?

- A. Gather a team to ideas and craft that stretch the app's current
- B. Meet with developers to estimate the effort required to deliver the proposed experience.
- **C. Recruit target users to test price points at which they would be willing to purchase the app.**

**Answer: C**

Explanation:

Validating the market for a new app involves understanding the target audience's willingness to pay.

Recruiting target users to test various price points provides direct insights into the app's perceived value and the price range acceptable to potential customers, informing pricing strategy and market viability.

### NEW QUESTION # 119

A strategy designer creates a bridge from the project vision to product development through prioritization.

Which factor should be considered to minimize cost and maximize value?

- A. Velocity
- B. Usability
- **C. Effort**

**Answer: C**

Explanation:

Explanation

Effort is a factor that should be considered to minimize cost and maximize value when prioritizing ideas or features. Effort refers to the amount of time, resources, or complexity required to implement a solution. It helps estimate the cost-benefit ratio of each solution, and select the ones that deliver the most value with the least effort. References:

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

### NEW QUESTION # 120

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

**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-prep/create-a>

### NEW QUESTION # 121

A global consumer package goods company is about to engage in a digital transformation effort to help siloed departments collaborate more efficiently. The strategy designer and an organizational designer partner to prototype new ways of cross-departmental collaboration. What is a key objective the team should focus on?

- A. Unify all organizational tech stacks under one platform
- B. Have the final say in all intra-departmental decisions.

- C. Create a single enterprise-wide digital governance model.

**Answer: C**

Explanation:

Explanation

A key objective for prototyping new ways of cross-departmental collaboration in a digital transformation effort is to create a single enterprise-wide digital governance model, as this ensures consistency, accountability, and quality across different departments.

Having the final say in all intra-departmental decisions or unifying all organizational tech stacks under one platform are not realistic or desirable objectives.

#### NEW QUESTION # 122

Cloud Kicks wants to launch a campaign that rewards customer behavior by giving away free merchandise, which key business criteria should be ensured?

- A. Desirability
- B. Feasibility
- C. Viability

**Answer: C**

Explanation:

The key business criteria that should be ensured for launching a campaign that rewards customer behavior by giving away free merchandise is viability. Viability is the degree to which a product or service is profitable and sustainable for the business. By giving away free merchandise, Cloud Kicks should ensure that the campaign is viable in terms of costs, revenues, risks, and benefits. Desirability or feasibility may not be the key criteria for this campaign, as they relate to the customer or technical aspects of the product or service.

#### NEW QUESTION # 123

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