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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 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.

Salesforce Certified Strategy Designer Exam Sample Questions (Q66-Q71):

NEW QUESTION # 66

Cloud Kicks (CK) designs innovative footwear for site athletes. Manufacturing the footwear is possible but expensive. What should CK focus testing efforts on to determine whether to produce at scale?

- A. Competitive advantage, impact, and own ability
- **B. Desirability, viability, and feasibility**
- C. Novelty, privacy, and potential to go viral

Answer: B

Explanation:

The best focus for testing efforts to determine whether to produce a product at scale is desirability, viability, and feasibility, which are the three key dimensions of design thinking that evaluate whether a product is desirable for users, viable for business, and feasible for technology. Novelty, privacy, and potential to go viral or competitive advantage, impact, and own ability are not comprehensive enough to cover all aspects of design thinking.

NEW QUESTION # 67

A strategy designer is seeing signals of success with a new product that is driving brand loyalty and decreasing consumers' environmental impact. How should a business case be built for continuing sustainable innovation through a view of a full product lifecycle?

- **A. Extend customer journey maps to pre and post purchase.**
- B. Source cheaper, locally-grown raw materials.
- C. Purchase carbon offsets for energy used in manufacturing.

Answer: A

Explanation:

Explanation

A business case for sustainable innovation should demonstrate how the product creates value for both the company and the customers throughout its lifecycle, from pre-purchase to post-purchase. Extending customer journey maps to include these stages can help identify opportunities and challenges for enhancing the product experience and reducing environmental impact. Purchasing carbon offsets or sourcing cheaper materials may reduce some costs or emissions, but they do not address the full product lifecycle or the customer perspective.

NEW QUESTION # 68

Cloud Kicks has designed two new features for its online shopping experience. Feature A is a tracker to show existing customers when their footwear will arrive, feature B gives the option to invite friends to purchase, too, focusing on acquiring new customers. Which criteria should the strategy designer use to determine which feature to build first?

- A. Outcome and bandwidth
- **B. Value and effort**
- C. Resourcing and budget

Answer: B

Explanation:

The criteria that the strategy designer should use to determine which feature to build first is value and effort.

Value and effort are two dimensions that can help evaluate and compare features based on their impact on achieving the desired outcomes and their difficulty or complexity to implement. Features that have high value and low effort are usually prioritized, while features that have low value and high effort are usually deprioritized or eliminated. Outcome and bandwidth or resourcing and budget may not be sufficient criteria for determining which feature to build first, as they do not account for both value and effort.

NEW QUESTION # 69

An online retailer developing a new sales strategy that releases a new, limited time promotion every 10 minutes to keep shoppers engaged.

The retailer's strategy designer has concerns that the promotion falls into an ethical risk zone around addiction.

Which strategy should be used to bring potential issues to light?

- A. Release the project as intended knowing customer feedback will force the concerns to be addressed later.
- **B. Design a workshop for the team to slow down and think through the potential consequences of the strategy to uncover stakeholder perspectives.**
- C. Create a provocative presentation showing how strategies like these will lead to unhealthy shopping behaviors, and send it to leadership.

Answer: B

Explanation:

The best strategy to use to bring potential issues to light for a sales strategy that falls into an ethical risk zone around addiction is to design a workshop for the team to slow down and think through the potential consequences of the strategy and uncover stakeholder perspectives, as this helps foster ethical awareness, reflection, and dialogue. Releasing the project as intended or creating a provocative presentation may not address the ethical risk or create alignment.

NEW QUESTION # 70

Cloud Kicks wants to design a new line of service and has decided to conduct a Consequence Scanning workshop to assess the planned service development roadmap.

Which types of outcomes should result from a Consequence Scanning workshop?"

- A. Issues to stop, start, or continue
- B. Issues to accept, object., or withhold
- **C. Issues to act on, influence, or monitor**

Answer: C

Explanation:

A Consequence Scanning workshop is a method that helps assess the potential positive and negative impacts of a planned service or product on different stakeholders and scenarios. The outcomes of this workshop are issues to act on, influence, or monitor, which help prioritize actions and mitigate risks. References:

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

NEW QUESTION # 71

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