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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	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 (Q120-Q125):

NEW QUESTION # 120

Cloud Kicks' product team is focused on a new business casual clothing line that they think will account for over half of the company's revenue in the future.

Which trend should influence desirability the most?

- A. Hybrid work emphasizing the need for color and comfort
- B. Digital product passports' to help prevent counterfeiting
- C. Supply chain issues that delay product availability

Answer: A

Explanation:

The most influential trend for desirability in designing a new business casual clothing line is hybrid work emphasizing the need for color and comfort, as this reflects the changing preferences and expectations of customers in a post-pandemic world. Digital product passports to help prevent counterfeiting or supply chain issues that delay product availability are not trends that affect desirability directly, but rather trust and availability.

NEW QUESTION # 121

A strategy designer wants to make a case to executive stakeholders to target a new, saturated market with the purpose of increasing new customer acquisition.

Which approach should the designer focus on?

- A. Restate business goals and show how design could be used to de-risk exploration of this opportunity.
- B. Make a presentation on design best practices and have industry experts speak on new market conditions.
- C. Create a clickable high fidelity prototype to assess feasibility and perform user research on desirability.

Answer: A

Explanation:

The approach that the designer should focus on is to restate business goals and show how design could be used to de-risk exploration of this opportunity. This approach can help the designer align the new product vision with the executive stakeholders' expectations, needs, and priorities, and demonstrate how design methods and tools can help validate assumptions, identify risks, and test solutions in a saturated market. Making a presentation on design best practices or creating a clickable high fidelity prototype may not be enough to convince the executive stakeholders of the value proposition and feasibility of targeting a new market.

NEW QUESTION # 122

Cloud Kicks is going to conduct research with users of products to better understand their needs.

What are some safeguards that should be put in place to ensure the research is conducted ethically?

- A. A hypothesis, project plan, and financial reimbursement for users
- B. A code of conduct, ethics training, and a research data handling polic
- C. A customer journey map, research scenario, and a RAID log

Answer: B

Explanation:
Explanation
Some safeguards that should be put in place to ensure the research is conducted ethically are a code of conduct, ethics training, and

a research data handling policy. A code of conduct is a set of principles and guidelines that define ethical behavior and expectations for researchers and participants. Ethics training is a way to educate researchers on ethical issues and best practices in conducting research. A research data handling policy is a document that specifies how research data will be collected, stored, accessed, shared, analyzed, and disposed of in a secure and compliant manner. A customer journey map, research scenario, and a RAID log are tools for planning and documenting research activities, but they do not address ethical issues.

A hypothesis, project plan, and financial reimbursement for users are elements of research design and execution, but they do not ensure ethical conduct.

NEW QUESTION # 123

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 # 124

The strategy designer at Cloud Kicks has worked with the development team to create a cross-cloud 360 prototype based on a concept to create a better customer experience and help dive revenue.

What should the designer produce to get buy-in from the business stakeholders?

- A. Business case and roadmap
- B. Business metrics and ROI map
- C. Business user flow and journey map

Answer: A

Explanation:
Explanation
The designer should produce a business case and a roadmap to get buy-in from the business stakeholders. A business case is a document that outlines the rationale, benefits, costs, risks, and alternatives of a proposed project or solution. A roadmap is a visual representation of the plan, timeline, milestones, and dependencies of a project or solution. Together, they can help communicate the value proposition, feasibility, viability, and desirability of the cross-cloud 360 prototype to the business stakeholders. A business user flow and journey map may show how the prototype works and what pain points it solves, but they do not provide enough information on the strategic aspects of the project. Business metrics and ROI map may quantify some aspects of the project, but they do not explain how or why the prototype was created.

NEW QUESTION # 125

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The Salesforce Certified Strategy Designer Exam (Certified-Strategy-Designer) is one of the popular exams of Certified-Strategy-Designer. It is designed for Salesforce aspirants who want to earn the Salesforce Certified Strategy Designer Exam (Certified-Strategy-Designer) certification and validate their skills. The Certified-Strategy-Designer test is not an easy exam to crack. It requires dedication and a lot of hard work. You need to prepare well to clear the Certified-Strategy-Designer test on the first attempt. One of the best ways to prepare successfully for the Certified-Strategy-Designer examination in a short time is using real Salesforce Certified-Strategy-Designer Exam Dumps.

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