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IASPSstrategy Planning Professional Exam Sample Questions (Q43-Q48):

NEW QUESTION # 43

Which of the following is the BEST approach to getting buy-in and continuous engagement from stakeholders?

- A. Tell stakeholders who are against the change that they do not have a choice
- B. Find ways to bypass the support of stakeholders
- C. Ask stakeholders who are against the change what is needed to get their support
- D. Invite key stakeholders to attend an initial planning session to discuss the change

Answer: C

Explanation:

The best approach to secure buy-in and sustained engagement is to ask stakeholders who oppose the change what would be needed to gain their support. This inclusive and collaborative approach uncovers concerns, facilitates dialogue, and fosters ownership. The IASP SPP curriculum emphasizes that engaging dissenting voices and addressing their needs strengthens commitment and reduces resistance. Authoritarian or exclusionary approaches risk alienation and failure of change initiatives. #IASP SPP Study Guide - Stakeholder Engagement##Kotter, Leading Change#

NEW QUESTION # 44

The entrance into the transportation industry of ride-sharing services (UBER, LYFT, etc ...) is an example of

- A. A winning brand strategy.
- **B. A disruptive innovation.**
- C. Successful market segmentation.
- D. An expensive product strategy.

Answer: B

Explanation:

Ride-sharing services represent disruptive innovation, introducing new business models that challenge traditional transportation by leveraging technology, flexibility, and customer convenience. The IASP SPP curriculum discusses disruptive innovation as a driver of industry transformation and strategic opportunity, requiring incumbents to adapt or risk obsolescence. #IASP SPP Study Guide - Innovation and Growth#
#Christensen, The Innovator's Dilemma#

NEW QUESTION # 45

Of the many analytical techniques available, which of the following is recommended by Rollinson and Young in Strategy in the 21st Century for analyzing Opportunities, Threats, Strengths and Weaknesses (OTSW) in part because it offers anonymity to participants?

- **A. The Delphi Approach**
- B. Storming and Forming
- C. Balanced Scorecard
- D. Nominal Group Technique

Answer: A

Explanation:

The Delphi Approach is a structured communication technique that solicits expert opinions anonymously through iterative rounds, allowing participants to revise their views based on group feedback without peer pressure or dominance. This anonymity improves the quality of input on complex issues such as SWOT (or OTSW) analysis. Rollinson and Young recommend this approach for strategic analysis because it fosters honest, unbiased insights, which are crucial for identifying genuine strengths, weaknesses, opportunities, and threats. The IASP SPP recognizes Delphi as a valuable tool for stakeholder engagement and environmental analysis. #IASP SPP Study Guide - Strategic Analysis Tools##Rollinson & Young, Strategy in the 21st Century#

NEW QUESTION # 46

Of the four elements presented, which would you expect to see more so on a business plan rather than on a strategic plan?

- **A. Detailed financial projections**
- B. Detailed results of an environmental scan
- C. Detailed performance metrics
- D. Vision and mission statements

Answer: A

Explanation:

Detailed financial projections are typically included in business plans, which focus on tactical, short-term resource requirements and financial feasibility. Strategic plans emphasize vision, mission, high-level goals, and performance metrics to guide long-term direction. The IASP SPP curriculum highlights the distinction between these documents and their purposes. #IASP SPP Study Guide - Business vs. Strategic Plans#
#Drucker, The Practice of Management#

NEW QUESTION # 47

One of the MOST important methods to ensure that a strategic plan is executed is to

- **A. track and report progress rigorously.**

- B. monitor through a support team.
- C. communicate the updated strategic plan with all employees.
- D. conduct a regular environmental scan.

Answer: A

Explanation:

Rigorous tracking and reporting of progress is fundamental to ensure strategic plans move from concept to results. This method enables timely identification of gaps, facilitates accountability, and supports informed decision-making. The IASP SPP curriculum emphasizes performance management systems that monitor key indicators and milestones, enabling corrective actions and sustaining momentum. While communication, monitoring, and scanning are vital, they must be paired with disciplined progress tracking to realize strategy effectively. #IASP SPP Study Guide - Performance Measurement ##Kaplan & Norton, Balanced Scorecard#

NEW QUESTION # 48

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Coca-Cola Company in Atlanta, Colin Crook is senior SPP fellow of The Wharton School of the University of Pennsylvania, Advisory Board member of Rein Capital, editorial board member of the journal Training SPP Material Emergence and has served on numerous National Academy committees and advisory groups.

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