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IASP Strategy Planning Professional Exam Sample Questions (Q16-Q21):

NEW QUESTION # 16

Which of the following is the MOST important way for employees to view an organization's core values?

- A. A way to treat customers
- **B. A guide to daily decisions**
- C. A framework for feedback
- D. An important part of the strategic plan

Answer: B

Explanation:

Employees should view core values primarily as a guide to daily decisions, shaping behavior and choices aligned with organizational principles. The IASP SPP curriculum emphasizes that lived values influence culture, promote consistency, and support ethical conduct. Values embedded in daily decisions foster trust and organizational effectiveness, beyond formal plans or external interactions.#IASP SPP Study Guide - Organizational Culture##Schein, Organizational Culture and Leadership#

NEW QUESTION # 17

When starting a strategic planning effort, which of the following should be developed FIRST?

- A. Future initiatives
- B. Objectives
- C. Performance measures and targets
- **D. Vision and mission**

Answer: D

Explanation:

The first step in strategic planning is to develop vision and mission statements, which establish the organization's purpose, values, and aspirational future. These foundational elements guide subsequent steps such as setting objectives, initiatives, and performance measures. The IASP SPP curriculum emphasizes that clear vision and mission are prerequisites for coherent strategy formulation and alignment.#IASP SPP Study Guide - Vision and Mission##Drucker, The Practice of Management#

NEW QUESTION # 18

Performance management includes comparing an organization's

- A. Employee satisfaction levels against employee performance reviews
- **B. Actual results against desired results**
- C. Key performance indicators against its strategic environment
- D. Profit and loss statement against its balance sheet

Answer: B

Explanation:

Performance management fundamentally involves comparing actual results against desired or planned results to assess progress, identify gaps, and inform corrective actions. The IASP SPP curriculum stresses this comparison as central to strategic control, enabling organizations to monitor effectiveness and adjust strategies accordingly.#IASP SPP Study Guide - Performance Measurement##Kaplan & Norton, Balanced Scorecard#

NEW QUESTION # 19

Which of the following best describes a marketing strategy?

- A. Drives the operation's strategy
- B. Addresses the best way to achieve the overall business strategy, competitive advantage in a sustainable way
- C. Must be established first before other strategies are set
- **D. Defines the organization's product market focus**

Answer: D

Explanation:

A marketing strategy primarily defines the organization's product market focus, specifying target markets, positioning, and customer value propositions. While marketing supports business strategy, it is a subset focused on market-related decisions. The IASP SPP

curriculum explains that marketing strategy aligns with but does not precede or override overall business strategy. Operations strategy may be influenced but not driven solely by marketing. #IASP SPP Study Guide - Marketing Strategy##Kotler, Marketing Management#

NEW QUESTION # 20

During which of the following quality process steps are the roles and responsibilities of project team members finalized and the team established?

- A. Quality (Continuous) Improvement
- B. **Quality Planning**
- C. Quality Assurance
- D. Quality Control

Answer: B

Explanation:

Quality planning is the phase where teams define quality standards, finalize roles and responsibilities, and assemble the project team. This step establishes accountability frameworks and prepares the team to meet quality objectives. The IASP SPP curriculum emphasizes quality planning as foundational for ensuring that subsequent control and improvement activities are effective and aligned with strategy. Quality control, assurance, and continuous improvement follow, focusing on monitoring, compliance, and enhancements.

#IASP SPP Study Guide - Quality Management##Deming, Total Quality Management#

NEW QUESTION # 21

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