

Salesforce Certified-Strategy-Designer Reliable Test Simulator & New Certified-Strategy-Designer Learning Materials



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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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">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 4	<ul style="list-style-type: none">Leveraging Adjacent RolesSkills: 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.

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Salesforce Certified Strategy Designer Exam Sample Questions (Q150-Q155):

NEW QUESTION # 150

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 drive revenue.

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

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

Answer: C

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 # 151

A strategy designer has noticed that stakeholder perspectives often take a features-first mindset when discussing the problem space and user insights.

Which co-creation approach should help stakeholders shift to a users-first mindset before discussing solutions?

- A. Process Mapping Workshop
- B. Prioritization Workshop
- C. Empathy Workshop

Answer: C

Explanation:

Explanation

An empathy workshop is a co-creation approach that should help stakeholders shift to a users-first mindset before discussing solutions. An empathy workshop is a method that involves engaging stakeholders in activities that help them understand and empathize with the users' needs, goals, pain points, and emotions. It helps foster a human-centered perspective and mindset among stakeholders, and inspire them to generate ideas that address the users' problems or desires. References:

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

NEW QUESTION # 152

When a strategy designer creates an empathy map based on research insights, their deep understanding of the customer drives which outcome?

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

Answer: A

Explanation:

Explanation

When a strategy designer creates an empathy map based on research insights, their deep understanding of the customer drives desirability as an outcome. Desirability is the degree to which a product or service meets or exceeds the expectations, needs, and desires of the customers. By creating an empathy map, a strategy designer can gain a holistic and empathetic view of the customer's thoughts, feelings, actions, and pain points.

This can help the designer create solutions that are more attractive, satisfying, and meaningful for the customers. Viability and feasibility are not driven by empathy maps, as they relate to the business and technical aspects of a solution.

NEW QUESTION # 153

Cloud Kicks (CK) set a goal to improve the sustainability of its business in the coming year. A strategy designer on CK's team knows the importance of pushing for environmental impact in their latest designs.

What should they do to prepare to measure progress toward this goal?

- A. Schedule a workshop with key product stakeholders to brainstorm "how might this new product be more sustainable"
- B. Create a journey map that extends into pre-purchase and post-use disposal to uncover unseen impacts of the product's lifecycle.
- C. Only interview customers who value environmentalism to uncover needs from CK's desired customer base of ethical consumers.

Answer: B

Explanation:

Explanation

The strategy designer should create a journey map that extends into pre-purchase and post-use disposal to uncover unseen impacts of the product's lifecycle, to prepare to measure progress toward the goal of improving the sustainability of the business. This helps identify the environmental touchpoints and opportunities for improvement across the entire customer journey, not just during the use phase.

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

NEW QUESTION # 154

A health and wellness company wants to create a 10-year vision for its business. Which external context for innovation is the least risky trend to influence the company's strategy?

- A. Market shift: The stability of the economy and consumers buying power in the next 10 years
- B. Demographic shift: Number of affluent and educated young professionals in the U.S. in the next 10 years
- C. Perception shift: Feelings toward the efficacy of wellness products in the next 10 years

Answer: C

Explanation:

10 years

Explanation:

The least risky trend to influence the company's strategy for a health and wellness company that wants to create a 10-year vision for its business is perception shift: feelings toward the efficacy of wellness products in the next 10 years, as this is more likely to be stable and predictable than market shift or demographic shift, which are more volatile and uncertain.

NEW QUESTION # 155

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