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Salesforce Certified Strategy Designer Certification Details	
Exam Code	Strategy Designer
Full Exam Name	Salesforce Certified Strategy Designer
No. of Questions	60
Online Practice Exam	Salesforce Certified Strategy Designer Practice Test
Sample Questions	Salesforce Strategy Designer Sample Questions
Passing Score	70%
Time Limit	105 minutes
Exam Fees	• Registration fee: USD 200 • Retake fee: USD 100
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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• Tools and Artifacts: It focuses on high-level Salesforce capabilities, methods of co-creation, and the criteria for feasibility, desirability, and viability.
Topic 4	• Value Design: This topic covers an effective challenge statement, the internal dynamics of the organization, the key external context for innovation, and strategic directions.

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Salesforce Certified Strategy Designer Exam Sample Questions (Q81-Q86):

NEW QUESTION # 81

Cloud Kicks (CK) works with various technology platforms built up over decades of acquisitions. Each platform has a different level of design maturity, which creates a very inconsistent user experience. To prioritize what to address first, CK needs to assess the business impact.

Which method is typically used to Quantify design debt?

- A. User interviews
- B. NPS or CSAT
- C. Heuristic analysis

Answer: C

Explanation:

Card sorting is a user-centered design technique ideal for optimizing website navigation. By involving end-users in organizing topics into categories that make sense to them, card sorting helps uncover user mental models and preferences for information architecture. This direct involvement ensures the revised navigation menu is intuitive and user-friendly, addressing the issues users face in finding information.

NEW QUESTION # 82

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

Answer: A

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 # 83

An insurance company has a calc banding process that involves multiple team members, different departments, and many disparate systems. Which Salesforce automation tool should a strategy designer recommend to improve business process efficiency?

- A. Services Cloud
- B. MuleSoft
- C. Financial

Answer: B

Explanation:

Explanation

The best Salesforce automation tool to recommend to improve business process efficiency for an insurance company that has a complex underwriting process is MuleSoft, as this helps integrate and orchestrate data and applications across different systems and platforms. Financial Services Cloud or Service Cloud may not be able to automate the underwriting process effectively.

NEW QUESTION # 84

The design team at Cloud Kicks used qualitative research to uncover an opportunity to create a new line of sustainable footwear. What should the strategy designer do to build a shared understanding and agreement among business leaders to move forward with this new initiative?

- A. Select the most senior stakeholder's goal as a path forward.
- B. Complete a competitive analysis collaboratively in a workshop.
- C. Share customer needs and tie them to business goals.

Answer: C

Explanation:

The strategy designer should share customer needs and tie them to business goals to build a shared understanding and agreement among business leaders to move forward with the new initiative of creating a new line of sustainable footwear. This helps demonstrate the value and relevance of the initiative, and how it aligns with the business vision and objectives. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/share-customer-needs-and-tie-them-to-business-goals>

NEW QUESTION # 85

A cross disciplinary team is starting a new design initiative for Cloud Kicks, and the strategy designer is leading the effort. What is one way to increase the team's psychological safety to encourage productive collaboration?

- A. Ask everyone their expected level of project involvement.
- B. Ask everyone to share a personal experience.
- C. Ask everyone to introduce themselves via title and greatest success

Answer: B

Explanation:

Explanation

One way to increase the team's psychological safety to encourage productive collaboration is to ask everyone to share a personal experience, as this helps build trust, empathy, and rapport among team members. Asking everyone their expected level of project involvement or introducing themselves via title and greatest success may not foster psychological safety, as they may create hierarchy, pressure, or competition.

NEW QUESTION # 86

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