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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<ul style="list-style-type: none">• 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	<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.
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Salesforce Certified Strategy Designer Exam Sample Questions (Q30-Q35):

NEW QUESTION # 30

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

Answer: A

Explanation:

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.

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

NEW QUESTION # 31

Cloud Kicks (CK) is going through a digital transformation exercise around its customer support capabilities. CK's strategy designer suggests to include Omni-Channel as a part of the company's transformation discovery.

Which channel is included in Salesforce Omni-Channel capabilities?

- A. Onsite Visit
- B. Self-Service
- **C. Messaging**

Answer: C

Explanation:

Explanation

The channel that is included in Salesforce Omni-Channel capabilities is messaging, which allows customers to communicate with agents via SMS, Facebook Messenger, WhatsApp, or other messaging platforms. Onsite visit or self-service are not channels that are supported by Omni-Channel.

NEW QUESTION # 32

A strategy designer at Cloud Kicks (CK) has crafted a vision for a sustainable future digital commerce strategy, with an emphasis on efficiency for both users and business logistics.

As they design and develop CK's new mobile app, how should the designer ensure alignment to the vision?

- A. Design a usability testing recruit plan that leans heavily on environmentalists.
- **B. Establish KPIs and instill checkpoints in the product development process.**
- C. Research design patterns applicable to digital commerce and business logistics.

Answer: B

Explanation:

The designer should establish KPIs and instill checkpoints in the product development process to ensure alignment to the vision of a sustainable future digital commerce strategy. KPIs stand for Key Performance Indicators, which are metrics that measure the progress and success of a product or service against predefined goals and objectives. Checkpoints are moments in the product development process where the team reviews the work done so far, validates the assumptions and hypotheses, and adjusts the plan

or direction as needed. Both methods help monitor and evaluate the alignment of the product with the vision, and ensure that the product delivers value to both users and business. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/establish-kpis-and-instill-checkpoints-in-the-product-development-process>

NEW QUESTION # 33

A Cloud Kicks (CK) strategy designer is leading a project to create a new customer experience with digital and environmental touchpoints. The stakeholders want to understand how the designer is proposing CK will deliver the experience. Which tool should they use to explore the collaboration, structure, and processes that will be required?

- A. Service blueprint
- B. Journey map
- C. Empathy map

Answer: A

Explanation:

Explanation

The best tool to explore the collaboration, structure, and processes that will be required to deliver a new customer experience with digital and environmental touchpoints is a service blueprint, as this helps illustrate how different actors, touchpoints, channels, activities, and resources interact and support each other in delivering the service. A journey map or an empathy map may not be able to capture the backstage aspects of service delivery.

NEW QUESTION # 34

A start-up specializing in healthcare is beginning the research and development phases for an application intended for patients and doctors. The strategy designer wants to help both audiences evaluate and prioritize ideas, opportunities, and features toward a shared understanding of a new patient experience.

Which tool should be used to facilitate and share this vision?"

- A. Cross-functional survey
- B. Storyboard
- C. Creative brief

Answer: B

Explanation:

A storyboard is a tool that should be used to facilitate and share the vision of a new patient experience. A storyboard is a visual narrative that illustrates the user's journey with a product or service, using sketches, images, or text. It helps communicate the value proposition and key features of the solution, and how it addresses the user's needs and goals. References:

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

NEW QUESTION # 35

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