

STUDY GUIDE FOR SALESFORCE ADVANCED ADMINISTRATOR (ADM-211) CERTIFICATION EXAM

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Salesforce 211 Study Guide Answers

Rakesh Gupta



Salesforce 211 Study Guide Answers:

Salesforce Advanced Administrator Certified Exam Practice Questions & Dumps Zoom Books, The Salesforce Certified Advanced Administrator program is designed for individuals who have expertise as a seasoned Salesforce Administrator. The program encompasses the breadth of applications, the features and functions available to an end user, and the advanced configuration management and application extending options available to an Administrator across the Sales Cloud, Service Cloud, and Salesforce Chatter applications. There are two certifications within the Salesforce Certified Administrator program. The first is the Salesforce Certified Administrator credential, which focuses on the features and functionality used to maintain a Salesforce implementation. The second certification in the program is the Salesforce Certified Advanced Administrator. This credential is targeted toward the Salesforce Certified Administrator who has mastered Salesforce configuration, maintenance, can demonstrate an understanding of administration best practices, and is able to use the advanced features and functionality to solve a variety of business problems. Preparing for the Salesforce Advanced Administrator exam to become a Certified Advanced Administrator. Here we've brought 200 Exam Questions for you so that you can prepare well for ADM 211 exam. Unlike other online simulation practice tests, you get an eBook version that is easy to read; remember these questions. You can simply rely on these questions for successfully certifying this exam.

Salesforce Advanced Administrator (ADM-211): 350 Practice Questions & Detailed Explanations CloudRoar Consulting Services, 2025-08-15. The Salesforce Advanced Administrator ADM 211 certification is a prestigious credential designed for individuals who have a comprehensive understanding of the Salesforce platform. As a follow-up to the basic administrator certification, ADM 211 delves deeper into advanced administrative functions, enabling professionals to maximize their organization's Salesforce capabilities. This certification is a testament to one's ability to manage complex Salesforce environments, optimize workflows, and drive user adoption through strategic administration. In today's competitive business landscape, mastering Salesforce's advanced features is crucial for organizations looking to enhance their customer relationship management. The ADM 211 certification is specifically tailored for experienced Salesforce administrators, system analysts, and consultants who aspire to validate their advanced skill set. With the increasing demand for Salesforce expertise across industries, obtaining this certification not only boosts one's professional credentials but also opens doors to new career opportunities. The certification affirms one's proficiency in managing sophisticated Salesforce setups and staying ahead of the curve in a fast-evolving industry. This comprehensive resource, **Salesforce Advanced Administrator ADM 211 350 Practice Questions Detailed Explanations**, equips candidates with the tools needed to succeed on the exam. The practice questions are meticulously crafted to cover all the exam domains, ensuring a thorough understanding of advanced configuration, automation, and security settings. Each question is accompanied by detailed explanations providing insights into realistic scenarios and problem-solving techniques. This approach encourages critical thinking and reinforces knowledge application, preparing

candidates for the complexities they will face in real world environments Achieving the Salesforce Advanced Administrator certification can significantly accelerate career growth and professional recognition By mastering the advanced features of Salesforce certified professionals can drive impactful solutions within their organizations leading to increased efficiency and productivity This practice guide not only helps candidates pass the exam with confidence but also equips them with practical skills that are highly valued in the industry Whether you re looking to advance in your current role or explore new opportunities this resource provides the foundation for success in the dynamic world of Salesforce administration

Salesforce Platform App Builder Certification Rakesh Gupta,2019-12-16 New or intermediate developers will want to use this hands on guide to prepare for the Salesforce Certified Platform App Builder credential awarded for designing building and implementing applications using the declarative customization capabilities of the Salesforce Platform This is the first book available covering this content and Salesforce training is very costly This book is filled with real world examples and hands on exercises enabling you to prepare for the certification exam in a short span of time Multiple choice study questions and exercises are included to help you apply what you learn in each chapter Author Rakesh Gupta explains Salesforce Platform fundamentals including knowledge about the limitations of the declarative platform and when to use programmatic development versus the AppExchange Data management and data analytics are covered And you will learn how to set up organization wide features that affect the look and feel of your application Sandbox design patterns and process automation tools available in Salesforce are discussed and you will know when to use them You will become familiar with a wide array of topics including designing a mobile app and reporting in Salesforce What You Will Learn Know when to use declarative development versus programmatic development versus the AppExchange Understand the Salesforce data model field type when to use which fields and how and when to use an external object in Salesforce Be familiar with security and settings in Salesforce See how easily users can migrate to the Lightning experience from the classic platform Implement business process automation using declarative features Apply the automation process in Salesforce Utilize Process Builder and manage its power to automate business processes Use sandboxes and deployment tools Who This Book Is For New or intermediate Salesforce developers or anyone in the Salesforce development arena who wants to learn or explore the platform

Salesforce B2C Solution Architect's Handbook Mike King,Melissa Murphy,2024-05-31 Design solutions across the Salesforce Customer 360 ecosystem with this definitive guide for Salesforce B2C solution architects covering B2C Commerce Service Cloud Data Cloud and Marketing Cloud Key Features Create a frictionless customer experience and a unified view of all touchpoints Avoid expensive rework by getting your architecture right the first time Use real world scenarios and best practices to prepare for the B2C Solution Architect certification exam Purchase of the print or Kindle book includes a free PDF eBook Book DescriptionIn today s competitive landscape the ability to create a unified view of the customer and turn data into actionable insights is a game changer for businesses With Salesforce B2C Solution Architect s

Handbook you'll gain a deeper understanding of the integration options and products that help you deliver value for organizations. The book will guide you through the tools, techniques, and scenarios needed to confidently tackle the B2C Solution Architect exam. You'll start by building a robust understanding of each component within the Customer 360 ecosystem, diving into their capabilities, data models, and governance structures. As you progress, you'll explore the role of a B2C solution architect in planning critical requirements and implementation sequences to avoid costly reworks and unnecessary delays. You'll learn about the available options for integrating products with the Salesforce ecosystem and demonstrate best practices for data modeling across Salesforce products and beyond. By the end of this journey, you'll not only be prepared to ace the exam but also to excel as a Salesforce B2C Solution Architect, ready to shape the future of customer engagement.

What you will learn:

- Explore key Customer 360 products and their integration options.
- Choose the best integration architecture to unify data and experiences.
- Plan for requirements, design choices, and implementation sequences.
- Architect a single view of the customer to support service, marketing, and commerce.
- Integrate Customer 360 solutions into a single source of truth solution.
- Orchestrate data and user flows to support functionality from multiple components.
- Understand the capabilities and design considerations for Data Cloud.

Prepare for the B2C Solution Architect exam. Who is this book for? This book is for professionals in high-level job roles that heavily rely on Salesforce proficiency. It's primarily written for Salesforce technical architects, application functional architects, integration architects, enterprise architects, and CTO teams looking to benefit from a deeper understanding of this platform.

Before you get started, you should understand the fundamentals of data integration, APIs, and connected systems in general, along with knowledge of the basics of business-to-consumer (B2C) customer experiences.

Salesforce CRM - The Definitive Admin Handbook Paul Goodey, 2019-04-27

A definitive guide covering all the core concepts necessary to pass the Salesforce Administrator Certification exam.

Key Features:

- Understand critical design considerations for setting up Salesforce CRM.
- Facilitate and manage the transition from Salesforce Classic to Lightning Experience.
- Learn key functions of application security to manage user profiles and data.

Book Description: Salesforce's winter 19 release offers a host of new features for CRM designed to meet your sales and marketing requirements. With this comprehensive guide, Salesforce CRM administrators of all levels can easily get a thorough understanding of the platform. This Salesforce handbook begins by guiding you in setting up users and security and then progresses to configuration, data management, and data analytics. You'll discover process automation and approval mechanisms while also exploring the functional areas of Sales Cloud, Service Cloud, Marketing Cloud, and Salesforce Chatter. This book covers Salesforce CRM system administration in a practical way, and it'll serve as an invaluable reference for both new administrators and experienced professionals. Furthermore, you'll also delve into Salesforce mobile apps and mobile administration along with Salesforce Adoption Manager. You'll gain insights into Lightning Experience, Salesforce's new app, and learn how its modern design and sleek interface helps you to build customizable components. Finally, we'll see how the

two versions compare and help manage the transition from Salesforce Classic to Lightning Experience By the end of the book you will have mastered the techniques to configure and control various user interface features in Salesforce CRM What you will learn Configure a variety of user interface features in Salesforce CRM Understand the capabilities of the Salesforce CRM sharing model Explore Einstein Analytics Salesforce s new wave of advanced reporting Get to grips with the Lightning Process Builder workflow Set up user profiles security and login access mechanisms Find out how Apex and Visualforce coding can be used in Salesforce CRM Manage the transition from Salesforce Classic to Lightning Experience Implement data manipulation features to apply best practices in data management Who this book is for This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of configuration and system management Whether you are a new or experienced professional this book will enhance your knowledge and understanding of Salesforce CRM features

Mergers, Acquisitions, and Other Restructuring Activities Donald DePamphilis, 2021-09-26 Mergers Acquisitions and Other Restructuring Activities An Integrated Approach to Process Tools Cases and Solutions Eleventh Edition presents the most current and comprehensive M A information available Organized according to the context in which topics normally occur in the M A process the book covers M A environments M A processes M A valuation and modeling deal structuring and financing strategies and alternative business and restructuring strategies Covering industries worldwide this new edition illustrates the most germane strategies and tactics in today s marketplace It includes substantially more ancillary materials than previous editions including an extensive test bank chapter summaries and instructor and student PowerPoint slides More than 100 new references to relevant academic research published since 2018 make the 11th edition a balanced comprehensive guide to the complex and dynamically changing world of M A Provides a rigorous discussion on the strengths and limitations of financial modeling as applied to M A Includes more than 270 empirical studies published in leading peer reviewed journals published 2018 2020 all new since the 10th edition 2019 Presents updated M A tactics and strategies as well as court cases and new regulations governing business combinations valuation methodologies and financing

MuleSoft for Salesforce Developers Arul Christhuraj Alphonse, Alexandra Martinez, Akshata Sawant, 2022-09-30 Design secure test and deploy APIs with MuleSoft and integrate it with Salesforce to maximize productivity Key Features Build implement transform secure test and deploy APIs using Anypoint Studio and Anypoint Platform Integrate MuleSoft with Salesforce and other end systems to build an application network Enhance your Salesforce and MuleSoft skills and employability with interview and certification tips and tricks Book Description MuleSoft for Salesforce Developers will help you build state of the art enterprise solutions with flexible and scalable integration capabilities using MuleSoft s Anypoint Platform and Anypoint Studio If you re a Salesforce developer looking to get started with this useful tool look no further This book will get you up to speed in no time leveling up your integration developer skills This essential guide will first introduce you to the fundamentals of MuleSoft and API led connectivity before walking you through the API life cycle and the Anypoint

Studio IDE Once you have the IDE set up you'll be ready to create Mule applications You'll look at the core components of MuleSoft and Anypoint Platform and before long you'll know how to build transform secure test and deploy applications using the wide range of components available to you Finally you'll learn about using connectors to integrate MuleSoft with Salesforce and to fulfill a number of use cases which will be covered in depth along with interview and certification tips By the end of this book you will be confident building MuleSoft integrations at an enterprise scale and be able to gain the fundamental MuleSoft certification MCD What you will learn Understand how to use MuleSoft to achieve API led connectivity Design and create documentation for your API Develop Mule applications and run them in Anypoint Studio Monitor your applications from Anypoint Platform Transform your data using DataWeave Use the CI CD and Mule Maven plugins Run tests using MUnit and generate a code coverage report Use best practices to maintain coding standards Who this book is for This book is for Salesforce developers who want to get started with MuleSoft Salesforce architects will also find the concepts covered in the book useful in designing Salesforce solutions Prior knowledge of any programming language and some basic integration concepts will be helpful alongside basic familiarity with Salesforce development and experience with at least one Salesforce API including the SOAP API REST API Bulk API or Streaming API

Elite Sales Strategies Anthony Iannarino,2022-04-05 Accelerate your sales career with this how to book from an expert in sales In Elite Sales Strategies expert sales leader Anthony Iannarino offers his philosophy about becoming a commercial success This guidebook provides unique insights into how to approach every sale by serving your clients from a position of authority and expertise As Iannarino himself notes this technique speaks to an ethical obligation towards your client combining ethics and tactics to help place you in a position where your strengths can be fully utilized This guidebook suggests putting yourself in a one up position where you as the salesperson come to a client in a position of authority and strength where you yourself are qualified to offer nuanced and helpful advice to companies that have put themselves in a one down position whether that be by bad decision making poor understanding of the marketplace or bad luck At its heart this book suggests you find the advantages that you can provide that will in turn help your client become one up themselves in their own field and ensure they achieve the better results they need In addition Elite Sales Strategies provides readers with A step by step approach for how to become one up yourself and what you provide to your clients A healthy analysis of what makes a person or a company one down and tips on how to course correct Strategies tactics and talk tracks that will provide you with what you need to become one up Terminology and vocabulary so that you can approach your client with tact and decorum while still addressing the weaknesses of their system As a successful international speaker author and sales leader Anthony Iannarino brings a unique set of skills to bear in this book Iannarino's tried and true methodology is an ideal resource for sales professionals in all fields as well as for executives and managers looking to improve their sales success and position within the business world

MuleSoft for Salesforce Developers Akshata Sawant,Arul Christhuraj Alphonse,2025-02-28 Design

secure test and deploy APIs with MuleSoft and learn to integrate it with Salesforce by utilizing the latest features Key Features Work with the new additions to MuleSoft like Visual Editor Anypoint Code Builder and AI Enhance your MuleSoft expertise by incorporating AI and automation Prepare to achieve MCD Level 1 certification with expert insights from Akshata Sawant and Arul Christhuraj Alphonse Purchase of the print or Kindle book includes a free PDF eBook Book Description Salesforce developers often need help with complex integrations to manage multi cloud environments data mapping data security API scalability and real time integration issues Written by industry veterans with 20 years of experience this revised edition will help you overcome these challenges and unlock data with MuleSoft In this second edition you ll learn about MuleSoft s newest IDE aka Anypoint Code Builder and its tools and capabilities The chapters will show you how to use AI enabled APIs to maximize productivity integration of Data Cloud with MuleSoft Mule APIs with AI agents and Mule AI Chain connectors You ll grasp the fundamentals of APIs and integration and confidently design your APIs while also utilizing a no code visual editor for API design to build your Mule applications using MuleSoft s Anypoint Code Builder The chapters will teach you about data transformation API management deployment models and MuleSoft s security features Progressively you ll leverage MuleSoft connectors to integrate with Salesforce Data Cloud and other systems You ll explore AI driven integrations and automation and get practical tips to ace MuleSoft interviews and achieve MCD Level 1 certification By the end of this book you ll be able to implement the entire API lifecycle and manage complex integrations with MuleSoft like a pro What will you learn Understand the fundamentals of MuleSoft APIs and integrations Unlock siloed data and implement the API lifecycle with MuleSoft s latest capabilities Get started with AnyPoint Code Builder with the capabilities of MuleSoft IDEs Understand DataWeave to build secure transform and test MuleSoft applications Explore CloudHub 2 0 features along with other deployment models Gain expertise in MuleSoft connectors security configuration and integration of AI and automation Attain practical guidance and interview tips to achieve MCD level 1 certification Who this book is for This book is for Salesforce developers starting their journey with MuleSoft Salesforce architects will also find the concepts beneficial for effective solutions A basic understanding of any programming language fundamental integration concepts familiarity with APIs and basic knowledge of Salesforce development are necessary Experience with at least one Salesforce API is needed be it SOAP REST Bulk or Streaming API *The Leader's Guide to Unconscious Bias* Pamela Fuller,Mark Murphy,Anne Chow,2020-11-10 A profound Cynt Marshall CEO of the Dallas Mavericks timely must have guide to understanding and overcoming bias in the workplace from the experts at FranklinCovey Unconscious bias affects everyone It can look like the disappointment of an HR professional when a candidate for a new position asks about maternity leave It can look like preferring the application of an Ivy League graduate over one from a state school It can look like assuming a man is more entitled to speak in a meeting than his female junior colleague Ideal for every manager who wants to understand and move past their own preconceived ideas The Leader s Guide to Unconscious Bias is a must read Sylvia Acevedo CEO rocket

scientist STEM leader and author that explains that bias is the result of mental shortcuts our likes and dislikes and is a natural part of the human condition And what we assume about each other and how we interact with one another has vast effects on our organizational success especially in the workplace This book teaches you how to overcome unconscious bias and provides more than thirty unique tools such as a prep worksheet and a list of ways to reframe your unconscious thoughts According to the experts at FranklinCovey your workplace can achieve its highest performance rate once you start to overcome your biases and allow your employees to be whole people By recognizing bias emphasizing empathy and curiosity and making true understanding a priority in the workplace we can unlock the potential of every person we encounter

Business Ethics Denis Collins, 2017-11-27 Business Ethics Best Practices for Designing and Managing Ethical Organizations Second Edition focuses on how to create organizations of high integrity and superior performance Author Denis Collins shows how to design organizations that reinforce ethical behavior and reduce ethical risks using his unique Optimal Ethics Systems Model that outlines how to hire and train ethical employees make ethical decisions and create a trusting productive work environment Taking a practical approach this text is packed with tips strategies and real world case studies that profile a wide variety of businesses industries and issues New to This Edition Premium Ethical Dilemma videos located in the Interactive eBook challenge students to practice their ethical reasoning and ethical decision making skills New case studies tackle complex ethical issues through real world companies such as the NFL Wells Fargo Exxon Mobil and Volkswagen New chapter opening ethical dilemmas based on real situations allow students to grapple with the grey areas of business ethics Optimal Ethics System Check Up surveys summarize the best practices discussed in the chapter to allow students to assess benchmark and continuously improve their own organization Ethics in the News activities profile real world events such as United Airlines removal of a passenger on an overbooked flight to challenge students to think critically about how they would respond in a particular situation Up for Debate features highlight contentious issues that students encounter in real life such as Facebook privacy *Sales Management* Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker Jr, Michael R. Williams, 2024-01-22 This 11th edition of Sales Management continues the tradition of blending the most recent sales management research with the real life best practices of leading sales organizations and sales professionals Reflecting today's emphasis on analytics and customer experience CX this edition focuses on the importance of employing different data based selling strategies for different customer groups as well as integrating corporate business marketing and sales level strategies and plans Sales Management includes coverage of the current trends and issues in sales management along with real world examples from the contemporary business world that are used throughout the text to illuminate chapter discussions The new 11th edition includes Emphasis on data driven decision making ethics the use of artificial intelligence the customer experience leadership sales enablement technology and new communication technologies Updated end of chapter cases with application questions along with skill building experiential

exercises with discovery investigations and focused role plays which place students in the role of sales manager Updated ethical dilemmas for students to practice ethical decision making Revised Sales Management in Action boxes Multiple vignettes embedded in each chapter featuring sales management professionals and well known companies discussing key topics from that chapter This text is core reading for postgraduate MBA and executive education students studying sales management An updated online instructor s manual with solutions to cases and exercises a revised test bank and updated PowerPoints is available to adopters **The Real World Guide to Fashion Selling and Management** Gerald J.

Sherman,Sar Perlman,2014-05-15 Provides the kind of examples and information that lead to success in the fashion retail world including the characteristics of great salespeople using digital and social media and adapting to change in the fashion marketplace **A Guide for Implementing a Patent Strategy** Donald S. Rimai,2018-11-30 This book provides a strategic framework for cost efficient engineering of market moving patent portfolios by organizing patent engineering efforts around the problems that innovators solve for their customers and not the technologies developed to solve these problems Patents are a vital asset in the modern business world They allow patent holders to introduce new products in to a market while deterring other market players from simply copying innovative features without making comparable investments in research and development In years past a few patents may have provided adequate protection That is no longer the case In today s world it is critical that innovative companies protect the features of their products that give them a competitive advantage with a family or portfolio of patents that are strategically generated to protect the market position of the patent holder A patent portfolio that deters competitors from introducing competitive products in a timely manner can be worth billions of dollars Anything less than this is an expensive and possibly fatal distraction This book provides a strategic framework for cost efficient engineering of patent portfolios that protect your investments in research and development and that extend the market advantages that these investments provide The book illustrates the use of the problem centric framework to enable the efficient creation of individual patents and patent portfolios that have significant value in and by themselves and allow a company to control its product market It also introduces the concept of a patent engineer whose role it is to organize input from legal business and technical communities and organize portfolios and patents using the problem centric framework

Mastering Your Organization's Processes John O'Connell,Jon Pyke,Roger Whitehead,2006-01-19 Book assisting understanding and implementation of Business Process Management for managers and MBA students **Selling Online For Dummies** Paul Waddy,2025-03-19 Transform your ecommerce ideas into profitable reality with this page turning new handbook Online shopping is more popular than ever and ecommerce is now a multi billion dollar industry Isn t it time for you to claim your share If you ve been wondering how to start an online business or get your current business thriving online this comprehensive guide shares everything you need to know In *Selling Online For Dummies* ecommerce advisor and online shopping guru Paul Waddy shows you exactly how to get started in setting up your online shop With an expert s eye for

business and an easy to understand take on the technical stuff Waddy takes you from digital start to finish as he discusses topics like Finding hot products to sell working with suppliers and managing your inventory Building a website from scratch by choosing the right developer and platform Marketing your site with smart SEO paid ads and organic marketing strategies on Google Instagram Facebook and TikTok Understanding the user experience and creating happy loyal customers Dealing with payments currencies taxes and duties It s time to take advantage of the commercial opportunities waiting for you online Selling Online For Dummies is a must read that will help you turn your great idea from virtual to reality

IT Manager's Handbook Bill Holtsnider,Brian D. Jaffe,2012-03-30 IT Manager s Handbook Third Edition provides a practical reference that you will return to again and again in an ever changing corporate environment where the demands on IT continue to increase Make your first 100 days really count with the fundamental principles and core concepts critical to your success as a new IT Manager This is a must read for new IT managers and a great refresher for seasoned managers trying to maintain expertise in the rapidly changing IT world This latest edition includes discussions on how to develop an overall IT strategy as well as demonstrate the value of IT to the company It will teach you how to manage your enterprise s new level of connectivity with a new chapter covering social media handheld devices and more implement and optimize cloud services to provide a better experience for your mobile and virtual workforce at a lower cost to your bottom line integrate mobile applications into your company s strategy and manage the money including topics such as department budgets and leasing versus buying You will also learn how to work with your customers whomever those might be for your IT shop hire train and manage your team and their projects so that you come in on time and budget and secure your systems to face some of today s most challenging security challenges This book will appeal to new IT managers in all areas of specialty including technical professionals who are transitioning into IT management Manage your enterprise s new level of connectivity with a NEW chapter covering social media handheld devices and more Implement and optimize cloud services to provide a better experience for your mobile and virtual workforce at a lower cost to your bottom line Integrate mobile applications into your company s strategy Manage the money including topics such as department budgets and leasing versus buying Work with your customers whomever those might be for your IT shop Hire train and manage your team and their projects so that you come in on time and budget Secure your systems to face some of today s most challenging security challenges

Teaching Public Policy Michelle C. Pautz,Li-Yin Liu,2025-08-11 This comprehensive book explores the challenges and opportunities when teaching public policy courses Reflecting on political polarisation and the contemporary environment the contributors critically engage with course design and structure and offer innovative activities assignments and tips for the classroom

The Invisible Sale Tom Martin,2013 Hate cold calling Stop doing it Build a supercharged highly automated digital sales prospecting system that attracts more qualified leads shortens sales cycles and increases conversion rates painlessly In The Invisible Sale Tom Martin reveals techniques he s used to drive consistent double digit growth through good times and bad

with no cold calling Martin's simple repeatable process helps you laser target all your marketing activities sales messages and sales calls based on what your prospects are actually telling you Martin boils complex ideas down to simple straightforward language real life case studies easy to understand templates and actionable solutions Back cover

Building AI-Powered Products Marily Nika, 2025-02-15 Drawing from her experience at Google and Meta Dr Marily Nika delivers the definitive guide for product managers building AI and GenAI powered products Packed with smart strategies actionable tools and real world examples this book breaks down the complex world of AI agents and generative AI products into a playbook for driving innovation to help product leaders bridge the gap between niche AI and GenAI technologies and user pain points Whether you're already leading product teams or are an aspiring product manager and regardless of your prior knowledge with AI this guide will empower you to confidently navigate every stage of the AI product lifecycle Confidently manage AI product development with tools frameworks strategic insights and real world examples from Google Meta OpenAI and more Lead product orgs to solve real problems via agentic AI and GenAI capabilities Gain AI Awareness and technical fluency to work with AI models LLMs and the algorithms that power them get cross functional alignment make strategic trade offs and set OKRs

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