ServiceNow Change Enablement Packages

Accelerate User Adoption with a Change Enablement Engagement Package!

ServiceNow experts step you through the process of change enablement within your organization to increase your time to value and boost adoption. Taking a structured approach to managing change removes barriers, identifies and mitigates risks, and paves the way for a successful rollout.

Change Enablement Package Deliverables:
As part of a change enablement engagement package, a ServiceNow Training and Adoption Lead:

- Guides the customer through the execution of all the supporting analyses, planning, and communication described in the Adoption Toolkit.
- Guides workshops with your team to learn about your organization and the best methods to engage and educate your impacted users. Their analysis is summarized into actionable outputs to guide the change enablement efforts for your implementation.

“This was exactly the kind of structure we needed for our adoption efforts!”

Why ServiceNow?
We make training and adoption easy!

28 Supported process user training applications
79 Net Promoter Score (70+ is world class!)
26,000 Process Users trained in 2019

Category: User Adoption

Ideal For:
Customers looking for guided support with:

- Analyzing changes to impacted audiences
- Developing a training plan
- Developing a communications plan
- Setting up a Champion Network

Ideal Timing

12-20-week engagement
Our approach

Assess and Plan
Understand the impact of the change to your users to design the right change approach and create an effective change enablement plan.
- Conduct a stakeholder and business impact analysis to have a clear understanding of who is affected, and how to tailor messaging to be most effective.
- Identify the key players in your organization who are pivotal to widespread adoption.
- Develop your internal marketing and communication plan to ensure your organization is prepared and enabled for change.
- Perform a training needs analysis as an input to a successful training strategy.

Communicate
Identify and connect teams within your organization who are key to adoption to reduce risk and accelerate user adoption.
- Establish an internal champion network who can build grassroots support for change.
- Launch key messaging to inform, motivate, and create desired change in targeted groups.

Enable
Provide your team with the knowledge and skills they need to be successful at every stage of implementation and go-live.
- **Custom Training**: Deliver innovative and engaging training to improve user productivity and participation.
- **Technical Training**: A successful ServiceNow experience begins with a solid foundation of best practices and technical knowledge. Technical training classes and certifications are designed for administrators, developers, architects, and technical project team members to build ServiceNow platform expertise.

Measure
- It is important to assess the success of your project and roll out throughout each phase.
- We support you in measuring adoption indicators, collecting and documenting feedback from your key stakeholders and keeping leadership informed of status, lessons learned, and any recommended next steps.

For more information, contact trainingAE@servicenow.com
# Guide to Adoption Package Contents

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