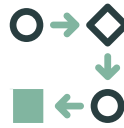


CUSTOM TRAINING AND ADOPTION

Change enablement



Accelerate user adoption with a change enablement engagement package

In a fast-paced, constantly changing world, organizations face more complex, interdependent, rapid change than ever before. How you manage change is critical to the success of your implementation.

ServiceNow experts guide you through the process of change enablement within your organization to increase your time to value and boost adoption. When you manage your change with a structured approach, you remove barriers, identify, and mitigate risks, and pave the way for a successful rollout.

According to extensive research by Prosci¹, a robust change enablement approach directly impacts the success of a project:

- Increases the probability of reaching project objectives by 600%
- Increases the probability of being on or below budget by 65%
- Increases the probability of being on or ahead of schedule 500%

Benefits

- ✓ Achieve fast ROI with your implementation
- ✓ Informed and productive employees and improved customer service
- ✓ Rapid, efficient, and consistent user enablement
- ✓ Reduce the risk of project failure
- ✓ Time and cost savings
- ✓ Reduce employee turnover



ServiceNow change enablement approach



Change enablement package deliverables

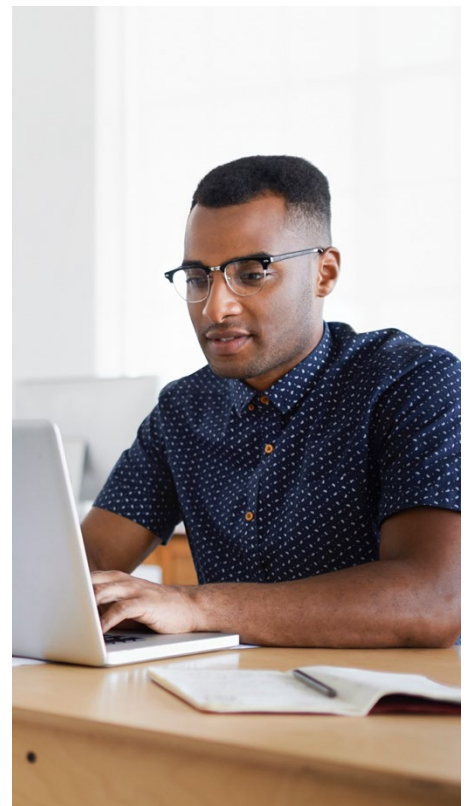
As part of a change enablement engagement package, a ServiceNow Training and Adoption Lead:



Guides you through executing 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.



¹Prosci, 2020, *What is Change Management and How Does it Work?*, accessed 10th September, 2020, <https://www.prosci.com/resources/articles/the-what-why-and-how-of-change-management>

Sample deliverables

Stakeholder Analysis Overview

Estimated length: 60-120 minutes*

Who Should Attend	Inputs and Templates	Outputs and Deliverables
<ul style="list-style-type: none"> Change leads (training manager, communications lead, etc.) Process owners / functional business leads Project / program managers (optional) 	<ul style="list-style-type: none"> Stakeholder Impact Analysis Spreadsheet (Master Change Enablement Plan .xml) Change Plan Summary Stakeholder Analysis Instructions 	<ul style="list-style-type: none"> Understanding of affected stakeholders Documented summary of stakeholders High-level plan to communicate and educate stakeholders to build awareness and drive adoption

Purpose and Expected Outcomes

- Purpose:** Identify key roles, level of influence on the implementation, level of concern/resistance, level of organizational influence, attitude towards change, plan to address, and stakeholder responsibilities.
- Outcome:** Actionable summary to inform communications, engagement, and training plans.


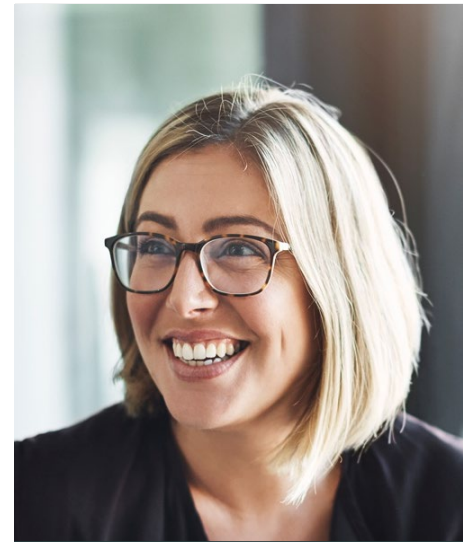
Stakeholder Analysis Summary

High	Medium	Low
<p>Effect of change to people, process, or technology use is expected to be significant and is given a high priority in communications and training as a key change area.</p> <p>These groups include:</p> <ul style="list-style-type: none"> SEMs GSO Support GSO Change 	<p>Effect of change to people, process, or technology use is expected to be moderate and must be noted in stakeholder readiness activities.</p> <p>These groups include:</p> <ul style="list-style-type: none"> Customers SSEs Cloud Ops 	<p>Effect of change to people, process, or technology is expected to be low or closely aligned to what is done today, or impact may still be unknown.</p> <p>These groups include:</p> <ul style="list-style-type: none"> GDC SAMs

Communication Support Examples

- WIFM (What's In It For You) One-Page Overview
- Introductory implementation email to all stakeholders
- Introductory emails to Process Users, Managers and Executives
- Reminder emails for training and implementation dates
- Change Champion overview and guidance

*Up to 10 communication templates included. Actual comms may vary.

“
This was exactly the kind of structure we needed for our adoption efforts!
 ServiceNow training customer

Why ServiceNow Custom Training?

Employing years of training experience, we work with your team to plan the optimal training offering to make your investment a success. **We make training and adoption easy.**

80
 Net Promoter Score (70+ is world class!)

26,000+
 Process users trained in 2019

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