

How do I celebrate success?

Questions addressed:

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- Why should I celebrate success?
- What success should I celebrate?


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- What should I do to build excitement and inspire innovation?
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Celebrating success is about [communicating the value](#) you've realized to **build excitement** about ServiceNow® across your organization and to **inspire innovation** to drive more success in the future.

Why should I celebrate success?

There are several reasons to invest time in celebrating what went well.

 Build excitement	
Grow employee and customer engagement Driving excitement for new workflows and experiences increases adoption and keeps employees and customers from falling back into old patterns.	Bolster support Excitement for the value you deliver, provides critical support for the case for ongoing maintenance investments and operational costs for your ServiceNow platform team.

 Inspire innovation	
Demonstrate what's possible Communicate the value you've achieved as an example of how ServiceNow can deliver great experiences and workflows.	Extend the value of ServiceNow Help business leaders discover their own opportunities to innovate and achieve their business goals with ServiceNow.

What success should I celebrate?

Celebrate success whenever you deliver a new experience or workflow using ServiceNow. Don't wait to complete your implementation or cross a major milestone in your roadmap.

If you have any questions on this topic or you would like to be a contributor to future ServiceNow best practice content, please [contact us](#).

How do I celebrate success? (Continued)

What should I do to build excitement and inspire innovation?

Build excitement

- Create your **transformation story** to communicate the value you've realized with ServiceNow and demonstrate how new workflows help you achieve business goals.
- Develop [champions](#) to get your message out.
- Launch marketing [communications](#), including infographics, posters, and newsletters.

Stakeholders to engage

- Project team
- [Process owners](#)
- Process users
- Customer users

Where can I find inspiration on what's possible with ServiceNow?

Visit the ServiceNow [Customer Success Center](#) to get inspired by thought leadership briefs, best practices, success profiles, and success stories of other ServiceNow customers.

Inspire innovation

- Engage your [executive sponsor](#) at the outset of your project and include championing success as one of your executive sponsor's core activities.
- Work with your executive sponsor to identify leaders in other business areas who would benefit from the capabilities ServiceNow offers.
- Provide your executive sponsor with your [transformation story](#) to demonstrate how ServiceNow has delivered value to date and to help them understand the opportunities ServiceNow provides.

Stakeholders to engage

- Company leaders (like C-suite, business unit heads, functional leaders)
- Department heads (such as the director of new hire onboarding)
- Process leaders (such as the head of customer service management)

Related resources

- [Performance measurement and analytics](#)
- [Build organizational support for enterprise transformation](#)
- [Introduce ServiceNow to the enterprise](#)
- [Success Checklist – Build a community of champions](#)
- [Success Quick Answer – How do I recruit ServiceNow champions?](#)