

# What is a ServiceNow champion?

## Questions addressed

### Page 1:

- What is a ServiceNow champion?
- What are a ServiceNow champion's responsibilities?

### Page 2:

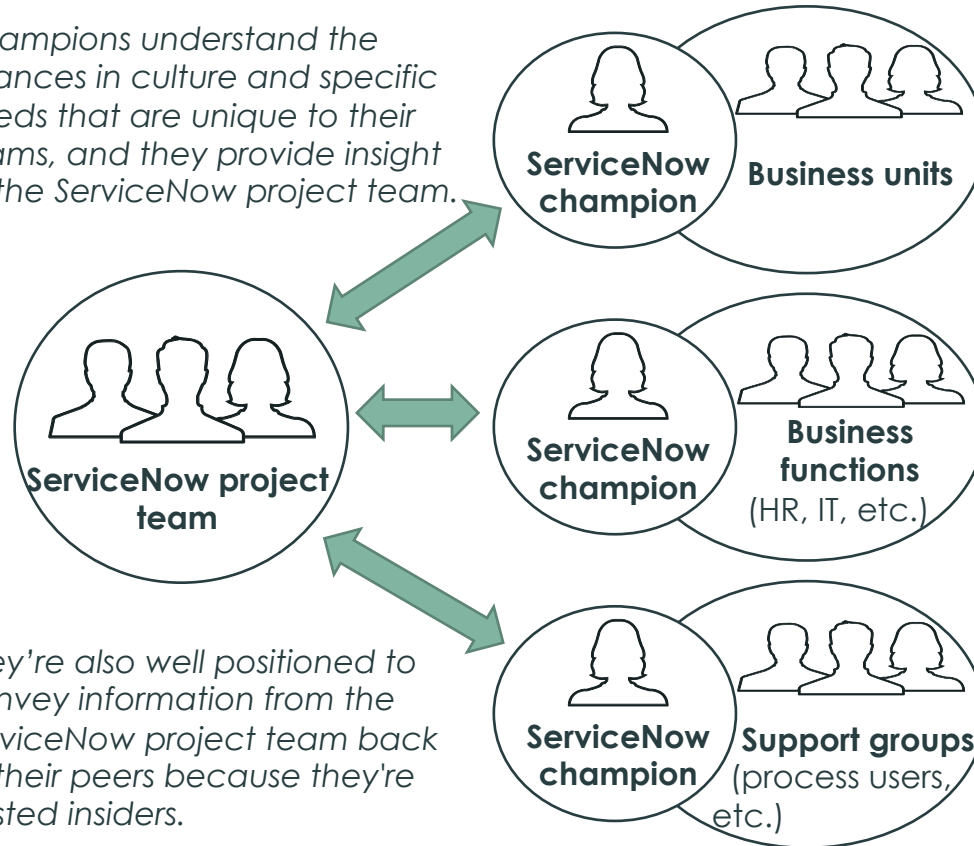
- How do ServiceNow champions help?
- What training do ServiceNow champions need?

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](#).

**ServiceNow Champions are people from different teams and roles—team leads, process users, users, etc.—who are affected by the ServiceNow implementation and who are willing to help make your ServiceNow project more successful.**

Champions are important because they help inform implementation planning, communication, training, and go-live preparation with an understanding of what people in the organization need to be able to adopt ServiceNow effectively.

*Champions understand the nuances in culture and specific needs that are unique to their teams, and they provide insight to the ServiceNow project team.*



*They're also well positioned to convey information from the ServiceNow project team back to their peers because they're trusted insiders.*

## ServiceNow champions are responsible for:

- Providing constructive feedback on ServiceNow service and process design
- Advocating for and convincing their peers of the value of using ServiceNow
- Providing perspective on how to communicate implementation plans and progress and to avoid barriers to adoption
- Distributing information about the ServiceNow implementation to their peers (e.g., team leaders, process users, users, etc.)
- Supporting ServiceNow go-live by helping peers learn how to use the platform
- Acting as "super users" to help train team members on the best use of ServiceNow
- Conveying feedback to the ServiceNow project team on what's working and/or what needs additional support after go-live

# What is a ServiceNow champion? (Continued)

## How do ServiceNow champions help?

The best ServiceNow champions have strong personal networks, are well respected, and are influential among their peers. They use their influence to:

- Help their peers understand and buy in to the value of ServiceNow as well as prepare them to use the platform
- Help identify where and how your organization can expand ServiceNow to support additional business areas
- Raise awareness of ServiceNow successes using marketing tactics like lunch-and-learn sessions, manager meetings, and social networks

## Related resources

- [Success Checklist – Build a community of champions](#)
- [Success Quick Answer – How do I recruit ServiceNow champions?](#)
- [Introduce ServiceNow to the enterprise](#)

## What training do ServiceNow champions need?

Take these four steps to prepare your champions to support your ServiceNow project effectively:

