

What pitfalls should I avoid when training process users?

[Training](#) process users¹ is a critical part of any ServiceNow® implementation because **training ensures that they are confident using the platform and are prepared to make the best use of ServiceNow capabilities**. As you design your ServiceNow process user training program, avoid these six common training pitfalls.

Pitfall	How can I avoid making the same mistake?
1 Rushing through planning and content creation	Begin planning for training early in the implementation. Creating customized content, reviewing and finalizing materials, and preparing internal trainers takes a few weeks. Defer content creation until the platform is near production ready to ensure your content accurately mirrors what will be in the live instance.
2 Misaligned training and implementation timelines	Move out the training timeline if you move out the implementation timeline. Don't underestimate the time it takes to create and deliver training materials. Squeezing training into less time deteriorates the user experience and adoption.
3 Lack of ownership	Assign someone to own training as a full-time role. Training requires significant coordination and planning. Ensure success by having a dedicated owner willing to work cross-functionally, especially if the implementation affects multiple teams.
4 Not understanding the location of process users	Identify the physical locations of process owners that require training early in the rollout so you can best tailor training delivery for them (e.g., via live sessions, eLearning courses, and genius bars). The earlier you have these locations, the better you can plan.
5 Absence of a dedicated instance	Dedicate an instance that closely mirrors production for your users to practice. Avoid development work in this instance during training to ensure a consistent and positive user experience. Take screenshots from this instance for training content.
6 Treating training as a one-off activity	Prioritize ongoing training and skill development for your process users and build a comprehensive set of skills and knowledge to drive adoption. Training should extend beyond meeting initial rollout requirements.

¹Process users, i.e., “fulfillers” conduct the work happening in ServiceNow and include your service desk agents and customer service reps.

Related resources

- [On-demand webinar – Build a team of ServiceNow experts for your organization](#)
- [Success Checklist – Build an internal team of ServiceNow experts and train users](#)
- [Success Quick Answer – How can Now Creators benefit my team?](#)
- [Success Video – Build a ServiceNow platform team](#)
- [Success Insight - Platform team roles and responsibilities](#)
- [Web App - ServiceNow Platform Team Estimator](#)

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