How do I recruit ServiceNow champions?

ServiceNow champions are influential people from different teams and roles—such as 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 effectively adopt ServiceNow.

How many ServiceNow champions do I need?

This depends on how big your organization is and the number of people using ServiceNow. Use these guidelines:

<table>
<thead>
<tr>
<th>Size of company</th>
<th>Number of users</th>
<th>How many champions*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
<td>Few</td>
<td>5–10</td>
</tr>
<tr>
<td></td>
<td>Many</td>
<td>Potential for 100+</td>
</tr>
<tr>
<td>Small</td>
<td>Few</td>
<td>1–2</td>
</tr>
<tr>
<td></td>
<td>Many</td>
<td>Potential for 20+</td>
</tr>
</tbody>
</table>

* Different products will require different types of champions, so these numbers are guidelines for how many champions you may need per ServiceNow product implemented in your organization (e.g., ITSM, ITOM, ITBM, SAM, HR, CSM).

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 recruit ServiceNow champions?

## Identify good candidates:
Select managers from functions and geographies who are affected by the ServiceNow implementation. Ask each of them to nominate 2–10 members of their team who they think could be good ServiceNow champions. To help them identify solid candidates and gauge candidate interest, provide managers with a description of the ServiceNow champion role.

## Evaluate candidates:
Review nominations with your project team and executive sponsor to build a short list of good candidates. Look for candidates who have demonstrated:
- Leadership—formally or informally—within their team
- Strategic thinking
- Proactive problem solving
- An ability to influence their peers

## Select champions:
Select champions and inform the nominating managers so they are aware of the selections. Ask for the managers’ permission to reach out to their team member(s) and discuss the ServiceNow champion role with them.

## Recruit champions:
Reach out to selected ServiceNow champion candidates and confirm that they want to fill the champion role. During this initial conversation:
- Explain why the candidate was selected.
- Share what you expect them to do as a ServiceNow champion.
- Remind them of the potential benefits.
- Let selected candidates opt out.

## Related resources
- Success Quick Answer – What is a ServiceNow champion?
- Success Checklist – Build a community of champions
- Introduce ServiceNow to Your Enterprise