

How do I recruit ServiceNow champions?

Questions addressed:

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- How do I recruit ServiceNow champions?

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 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?

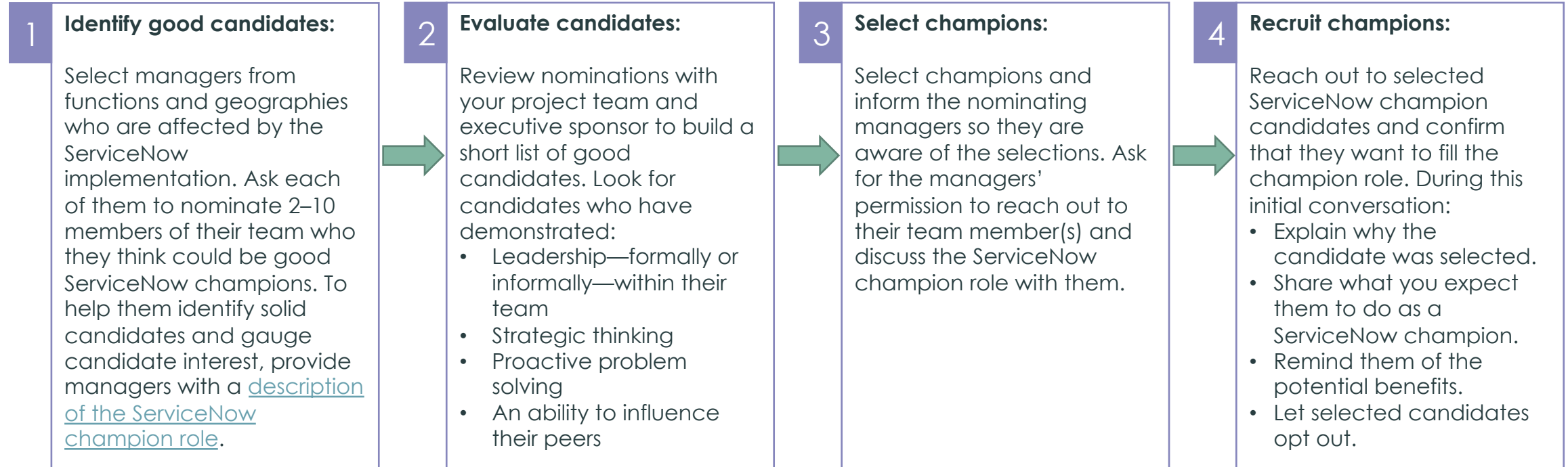
This depends on how big your organization is and the number of people using ServiceNow. Use these guidelines:

Size of company	Large	Start with 5–10 champions* Large company/few users	Potential for 100+ champions* Large company/many users
	Small	1–2 champions* Small company/few users	Potential for 20+ champions* Small company/many users
		Few	Many

* 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).

How do I recruit ServiceNow champions? (Continued)

How do I recruit ServiceNow champions?



Related resources

- [Success Quick Answer – What is a ServiceNow champion?](#)
- [Success Checklist – Build a community of champions](#)
- [Introduce ServiceNow to Your Enterprise](#)