

# How do I summarize ServiceNow value in one page?

A one-page summary is an efficient way to provide a snapshot of [current ServiceNow® value](#) to leaders who are often time constrained. ServiceNow platform owners typically create one-page summaries as supporting material for [having strategic conversations about value](#) management with their [executive sponsor](#) and senior stakeholders (e.g., the CFO, CIO, or the head of IT infrastructure).

## Questions addressed:

- Why should I create a one-page summary?
- What best practices should I consider while creating a one-page summary?

*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](#).*

## What best practices should I consider when creating a one-page summary?

Follow these six guidelines to create your one-page summary:

- 1. Focus on your top 3–5 business outcomes** – Your summary page should highlight the outcomes your audience cares about. These outcomes must also inform the actions you want your audience to take.
- 2. Don't simply report data. Demonstrate trends** – Provide a quick way to assess performance, making sure to point out what “good” means. Use arrows to show upward or downward trends, or visual indicators to show how your current state compares to your target.
- 3. Provide reference data on implementation costs** – Always include data on the cumulative cost of the implementation to date, which is critical for driving a return on investment (ROI) assessment. Most customers highlight ROI in their summary.
- 4. Show cumulative value figures** – Always calculate the overall, cumulative business benefits realized and show them visually.
- 5. Highlight the [value opportunity](#) (if available)** – Don't just focus on the past. Show future value projections to provide a glimpse into what's possible.
- 6. Provide an explanation and next steps** – Always provide a succinct explanation about where the value shown is coming from and what steps you are considering to increase value in the future. This helps to frame the conversation about [managing value as an ongoing activity](#), not a backward-looking performance management activity.