

Gain executive sponsorship for governance

You need leadership support to get started with ServiceNow governance. Find leaders who understand the value of governance and will help you establish it at your organization, starting with your executive sponsor.

Check your progress:

- Have you built a business case that explains why governance is worth implementing?
- Have you shared this business case with your executive sponsor and gotten their support?
- Has your executive sponsor gotten their peer leaders to also support your case?

If you did not answer "yes" to all questions above, complete these action steps:

1. Build a business case for why your organization needs ServiceNow governance.

Leaders understand and respect business cases, and a well-structured case can very effectively deliver your pitch for governance. You can do this in two ways:

- First, clearly articulate the outcomes you expect from implementing governance. We often cite that governance can "help drive your transformation vision by aligning all ServiceNow investments to support strategy, deliver the right work at the right time by streamlining decisions and removing roadblocks, and maintain the integrity of your ServiceNow implementation by defining and applying technical best practices."
- Second, tell stories of previous issues that exemplify the cost of not having structured decision-making (e.g., delayed projects because of escalation roadblocks).

Simple, clear, "back-of-the-envelope" calculations on the value of governance, supported by stories from previous projects, can help you make your case.

2. Present your project plan and business case to your executive sponsor, ask for their support.

3. Support your executive sponsor's efforts to gain wider executive buy-in and support for ServiceNow governance.

Arm your executive sponsor with your business case, project plan, and any other supporting resources they ask for so they can be effective advocates for your ServiceNow governance implementation. Refer to this [playbook](#) on how to work with your executive sponsor, if needed.

[See full ServiceNow governance success workbook](#)

