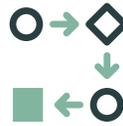servicenow.

CUSTOM TRAINING AND ADOPTION
Change enablement

Accelerate user adoption with a change enablement engagement package

In a fast-paced, constantly changing world, organizations face more complex, interdependent, rapid change than ever before. How you manage change is critical to the success of your implementation.

ServiceNow experts guide you through the process of change enablement within your organization to increase your time to value and boost adoption. When you manage your change with a structured approach, you remove barriers, identify, and mitigate risks, and pave the way for a successful rollout.

According to extensive research by Prosci[1], a robust change enablement approach directly affects the success of a project and increases the probability of:

- Reaching project objectives by 600%
- Being on or below budget by 65%
- Being on or ahead of schedule 500%

ServiceNow change enablement approach

Define change strategy
Understand stakeholder and process impact. Build a training plan.

Assess and plan for change
Build a strategy for creating informed and motivated users. Create your champion network.

Execute communication plan
Deploy readiness activities and communications.

Deliver training and enablement
Deploy training activities, and execute training evaluations.

Measure adoption
Measure adoption indicators, collect and document feedback from your key stakeholders, and keep leadership informed.

Change enablement package deliverables

As part of a change enablement engagement package, a ServiceNow training and adoption lead:

Guides you through executing all the supporting analyses, planning, and communication described in the Adoption Toolkit.

Guides workshops with your team to learn about your organization and the best methods to engage and educate your affected users. Their analysis is summarized into actionable outputs to guide the change enablement efforts for your implementation.

Benefits

- Achieve fast ROI with your implementation
- Informed and productive employees and improved customer service
- Rapid, efficient, and consistent user enablement
- Reduce the risk of project failure
- Time and cost savings
- Reduce employee turnover
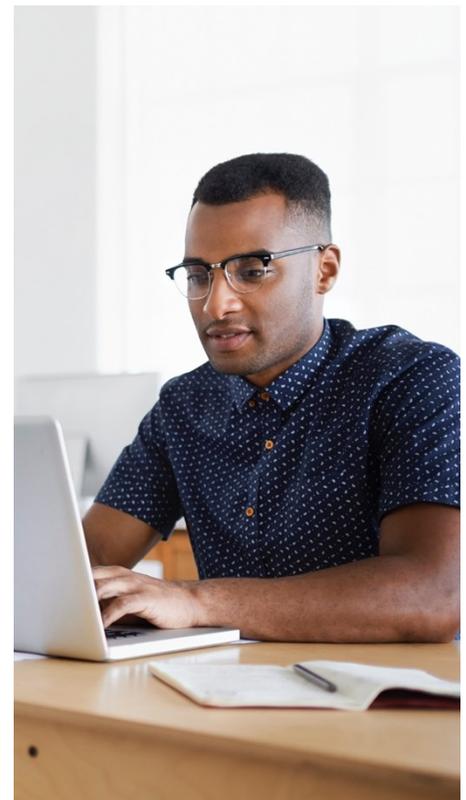
[1]Prosci, 2020, *What is Change Management and How Does it Work?,* accessed 10th September, 2020, https://www.prosci.com/resources/articles/the-what-why-and-how-of-change-management

Sample deliverables

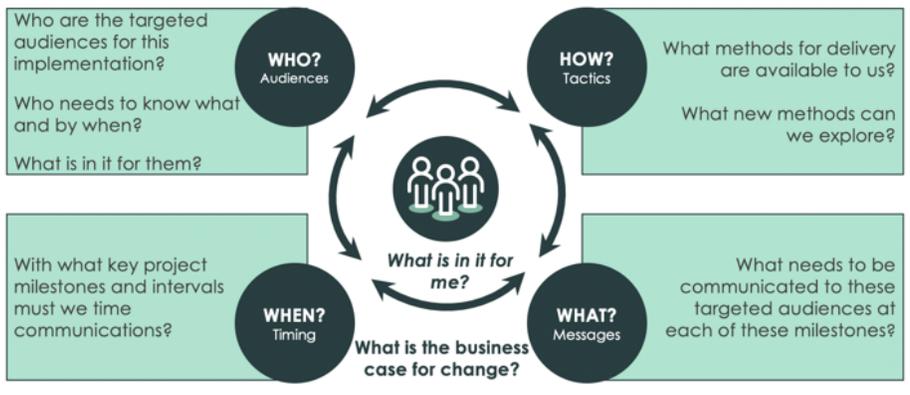### Stakeholder analysis overview
Estimated length: 60-120 minutes*

Who should attend	Inputs and templates	Outputs and deliverables
• Change leads (training manager, communications lead, etc.) • Process owners / functional business leads • Project or program managers (optional)	• Stakeholder impact analysis spreadsheet (Master change enablement plan.xml) • Change plan summary • Stakeholder analysis Instructions	• Understanding of affected stakeholders • Documented summary of stakeholders • High-level plan to communicate and educate stakeholders to build awareness and drive adoption

Purpose and expected outcomes

• **Purpose:** Identify key roles, levels of influence on the implementation, levels of concern or resistance, level of organizational influence, attitudes towards change, plans to address, and stakeholder responsibilities

• **Outcome:** Actionable summary to inform communications, engagement, and training plans

Sample change champion network summary

Definition	Change champions are early adopters and business process advocates that serve to enhance adoption and sustainable best practice use of the Now Platform			
Commitment	30-minute bi-weekly meetings with the project team and ongoing support as needed			
Responsibilities	• Provide constructive feedback • Advocate for ServiceNow • Provide perspective on how to communicate implementation plans and progress and avoid barriers to adoption		• Distribute information about the ServiceNow implementation • Support go-live by helping peers learn to use the platform • Convey feedback on what is working or needs additional support after go-live	
Milestones	Kickoff	UAT	Go-Live	Post-Go-Live
Expectations	1. Understand the reasons **why** we implementing ServiceNow 2. Become a Now Creator and participate in a learning path	1. Participate in UAT 2. Provide feedback to implementation team 3. Attend ongoing champion meetings	1. Attend ongoing change champion meetings 2. Support peers at go-live	1. Continue to support peers 2. Be an advocate for sustainable best practice use of the platform 3. Continue education
Participants	Service owners or delegates	System administrators	Process team members	

Communication planning

Who are the targeted audiences for this implementation?

Who needs to know what and by when?

What is in it for them?

WHO? Audiences

HOW? Tactics

What methods for delivery are available to us?

What new methods can we explore?

What is in it for me?

With what key project milestones and intervals must we time communications?

WHEN? Timing

What is the business case for change?

WHAT? Messages

What needs to be communicated to these targeted audiences at each of these milestones?

> ❝
> **This was exactly the kind of structure we needed for our adoption efforts!**
>
> ServiceNow training customer

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