

# **Roadmap: Becoming a ServiceNow Engagement Manager**

## **Phase 1: Build Foundation (0-2 Months)**

Goal: Understand the ServiceNow platform deeply and position yourself as a ServiceNow-aware project leader.

What to Do:

- Complete 'ServiceNow Fundamentals' training (FREE on Now Learning).
- Earn the 'ServiceNow Certified System Administrator' (CSA) certification.
- Review modules like ITSM, ITOM, and PPM relevant to your background.
- Update your resume to reflect ServiceNow experience.

Outputs:

- CSA certification or 'Fundamentals' badge
- Refined resume with stronger SN implementation language
- Understanding of module capabilities

## **Phase 2: Gain Practical Exposure (2-6 Months)**

Goal: Get hands-on with ServiceNow configurations, workflows, and delivery lifecycle.

What to Do:

- Volunteer or propose small enhancements in ServiceNow within your organization.
- Shadow or co-lead an ongoing ServiceNow implementation.
- Document requirements, project plan, testing checklist, and training materials.

Outputs:

- Documented ServiceNow mini-projects or change initiatives
- Real examples to use in interviews
- Implementation experience portfolio

## **Phase 3: Specialize and Position (6-12 Months)**

Goal: Transition into a formal ServiceNow Engagement Manager role.

What to Do:

- Earn a ServiceNow Implementation Specialist certification (ITSM or PPM).

- Start applying to roles titled 'Engagement Manager' or 'ServiceNow Project Manager'.
- Join SN community forums, local SNUG groups, and network.
- Practice your pitch for interviews.

Outputs:

- Implementation Specialist certification
- Interview invitations for SN leadership roles
- Strong project portfolio and positioning

### **Bonus: Interview Pitch Example**

At PG&E and DMDC, I worked with ServiceNow PPM to manage project intake, track delivery, and align resources.

I collaborated with business stakeholders to optimize workflows and actively managed UAT and change control.

While I was not a system admin, I translated business needs into actionable implementation steps, and now I am training to formally lead ServiceNow implementations end-to-end.