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ServiceNow Upskills Technical Architects with Award Winning Cohort-based Learning Program

ServiceNow partnered with Intrepid to launch its new globally distributed Certified Technical Architect (CTA) program to meet growing market demand for its technical architects. This rigorous, cohort-based program develops the technical and client communication skills required for experienced architects to meet customer needs. Thoughtfully designed on Intrepid's collaborative learning platform, the global training program has scaled rapidly, improved participant skills, and increased revenue – exceeding all program expectations.

BUSINESS CHALLENGE
Customer and Partner Education, Upskilling

INDUSTRY
Technology

LEARNING DESIGN APPROACH
Cohort Learning Program

BUSINESS CHALLENGE

ServiceNow customers rely on architects to realize their organization's desired strategic outcomes. They are critical in analyzing and translating business information and technical requirements to design and implement solutions on the ServiceNow platform.

Increasing complexity of customer implementations, combined with a rapidly expanding suite of ServiceNow digital products and solutions, has urgently stepped up the demand to elevate the skills and increase the number of Certified Technical Architects available to support customer needs.

To meet this need, ServiceNow determined it needed to overhaul its Certified Technical Architect program to be scalable and repeatable for a global audience, while also providing a world-class collaborative learning experience.

ServiceNow faced three key operational challenges with the CTA program.

Scalability
Supporting CTA program administration required a high volume of manual work, which added to administrator workload and increased the risk of errors. This manual work also negatively impacted administrator job experience and increased burnout and retention risks.

Functionality
CTA training and tools did not meet ServiceNow expert training program needs. For example, student progress was difficult to track and report through existing manual reporting systems. This presented a challenge to keep administrative time and overhead low.

User Experience
Instead of a single platform and system of record aligned to ServiceNow training standards, learners were required to navigate disparate tools across multiple systems causing learner confusion, disconnects, and a lower perception of program value.

* Intrepid won the coveted Brandon Hall Group Gold award for excellence in Best Advance in Learning Management Technology for External Training category for the following project.

> "**Collaboration is at the forefront of a well-designed cohort program. We needed to ensure our Expert Program had a platform that was intuitive and able to provide a strong level of learner engagement through various supported modalities, but also streamlined and easy to administer as we scaled globally. Intrepid allowed us to create an award-winning program that has exceeded the expectations of our team, and of our learners.**"
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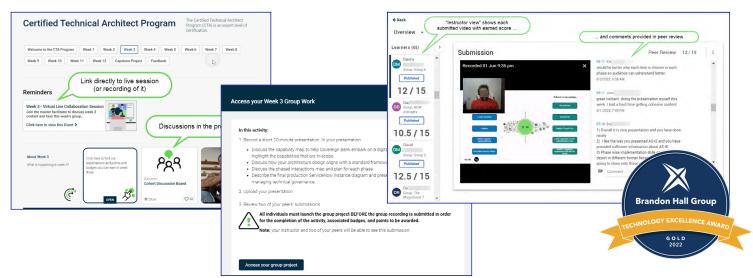> **SHELLIE GRIEVE, DIRECTOR OF INNOVATION – CERTIFICATIONS, SERVICENOW**

SOLUTION

ServiceNow selected the Intrepid cohort learning platform to launch their CTA program in October 2021. Their objective was to provide a blended learning program to improve and certify candidates' communication and collaboration capabilities as well as their technical architecture, governance, and operational skills related to the ServiceNow platform. The CTA program was a blended 12-week learning program, which included live virtual sessions, self-paced learning, individual and group assignments, quizzes, and a capstone project.

Cohorts for the CTA program included up to 60 learners, a ServiceNow Delivery Manager, and two Master Trainers to support each cohort. Within each cohort, each learner was assigned to a team of five to seven learners to work together on group projects that reflect the type of work technical architects typically do on the job. The cohort sizes were small enough to ensure rich collaboration among participants

and trainers. The trainers also led weekly live discussion and presentation sessions, contributed to asynchronous discussions, provided feedback on team projects, and shared real life examples and experiences.

The most innovative elements of this online learning experience for a global audience include:

- A single localized platform that provides easy access to learning program materials – no matter the type, quantity, or location

- Connected disparate learners around the globe within cohorts to support each other and learn together in a seamless, scalable collaborative learning experience

- Real-world assignments including opportunities for learners to practice and improve their presentation skills through recording and sharing video assignments, and receiving feedback via peer reviews

RESULTS

The redesigned ServiceNow CTA program delivered on Intrepid has proven to be highly successful across all key objectives. ServiceNow increased program scalability, increasing cohort size almost **threefold** from the original pilot, and velocity, launching a new cohort each month. The demand for the program has surpassed leadership expectations, with program seats selling out within hours of release, resulting in a waitlist of hundreds of eager participants.

Intrepid's automated functionality has reduced ServiceNow administrative time and overhead significantly – largely attributed to the consolidation of all related data and reports now residing within the Intrepid learning platform.

Most significantly, learners benefited meaningfully after ServiceNow transitioned the program to the Intrepid platform. For example, the net promoter score increased **25 points** (from 58 to 83), and learner engagement and satisfaction increased from 3.48 to 3.8 on a 4-point scale. And critically, initial pass rates for learner program capstone projects increased from 62 percent to 78.5 percent.

Representative learner and manager feedback on the revised CTA program delivered on Intrepid:

"Each week I was able to apply what I learned with my existing accounts. I repeatedly reference my notes from the program in my day-to-day activities and have become more comfortable facilitating and leading discussions with leadership."

"The CTA program helped me have better in-depth understanding of technical or platform governance processes, estimations, planning, architecting business complex applications on the platform."

"I am already applying what I have learned to my current engagements and practice deliverables where education from the CTA program can be used to drive strategic discussions, solutions offerings within ServiceNow, and collaborative efforts to build applications from scratch that align with the business."

"The CTA program has strengthened my ability to solve complex business requirements in my day-to-day job working with multiple enterprise customers. It added more opportunities to deepen expertise in cross-platform disciplines which we started applying in our daily conversations with the customers."