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## **STRATEGIC PROJECT LEADERSHIP ® - THE DIAMOND MODEL**

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### STRATEGIC PROJECT LEADERSHIP® - THE DIAMOND MODEL

**Contextualização:** Companies requires executives to take fast and consistent actions to allow organizations to survive in the high competitive markets. One of the options available to comply with this demand is project management. (CARVALHO & RABECHINI JR, 2011). Many changes have shaped the history of project Management and its different approaches since its creation. These movements are expected to continue in our present and future (KERZNER, 2009).

**Objetivos:** The main goal of this study is to present the new approach developed through the evolution of project management, considering the proposal of Strategic Project Leadership SPL® (SHENHAR, 2007). In order to present this concept, we have the following specific goals:

- Explore the importance of strategic alignment between strategies and projects;
- Present the SPL tools (strategy, leadership and innovation).
- Discuss the differences between the traditional project management approach and the SPL approach.

**Metodologia:** This study is based on a theory review and is developed through the bibliographical research method towards Shenhar (2007) Strategic Project Leadership – SPL® approach. The bibliographical research intends to review a determinate issue with the support of considerations of books, papers, websites, etc (THEOPHILO & MARTINS, 2009).

**Fundamentação Teórica:** One of the proposals of Strategic Project Leadership (SPL) is to close the gap between business strategy and project execution. The tools that are usually adopted when considering the development of SPL approach are: strategy – considering value creation and competitive advantage; spirit – talking about synergy and motivation; innovation – as shown in the diamond analysis; and finally some of the traditional tools as well, wich will help the Project to be delivered on time (SHENHAR, 2007).

**Resultados e Análises:** As highlighted by Shenhar (2007) even that the the new way of thinking provided by the “adaptive project management approach” can significantly increase organizational value, it cannot live by itself as only strategy of project management adopted. The traditional approach must be maintained, as many of its tools still will be used at the management processes.

**Considerações Finais:** As a new approach in project management, the SPL has already proved it potentialities. Being developed through innovation processes, it has the capability of developing organizational value, and by doing it, increasing the organizational competitive advantage as well. Besides that, the recognition of the PMI community as an award-winning approach is another clue that it is a promissory issue for actual and future project managers.

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**Palavras-chave:**

Strategic Project Leadership, diamond model, project management, SPL, strategy