One of the most critical elements in the competitiveness and growth of organizations is project

management . A organization cannot survive without projects. Projects are the drivers

of innovation and change; they turn ideas and strategy into new products and services, and they can

make organizations better, stronger, and more competitive.

projects today are still showing poor performance such as they don’t meet their time and budget goals, and many do not deliver their expected business returns. Strangely enough many organisations still does not see the need for project management as a strategic competitive competence, and many CEOs only see it as a simple, operational job.

**Why is Project Management Weak?**

organizations today are using a well-established approach and a set of universal techniques to

manage their projects but they **often find out that** the traditional approach to project management is insufficient to deal with today’s dynamic business requirements.

Following the formal guidelines of PM does not guarantee that your project shall not fail

There are many reasons to why the classical approach is insufficient

Firstly , the conventional approach to project management is based on a predictable, fixed, relatively simple, and certain model. and is often decoupled from the dynamic changes in markets, technology, or business environments.

Projects today are unpredictable, changing, and involve a great deal of uncertainty

and complexity.

Second, the current guidelines treat all projects as the same, and use a “one size fits all” approach.

In reality however, there are significant differences among projects and to succeed in a project, you must recognize the differences that exist among projects and adapt your style to the specific project characteristics.

Finally, while almost all project launches are motivated by a business need or opportunity, the current PM approach is not designed to deal formally with business needs, focusing instead on operational efficiency and on meeting a project’s time, budget, and requirement objectives (commonly call “The Triple Constraint”).

Even ifprojects meet their time and budget goals, they may still end up in disappointing business results

**The Art and Science of Project Management**

The traditional tools of project management provide a universal formal part of the profession – the

“mechanics” or the “science.” Which is practised and promoted by professional associations - most prominent the Project Management Institute (PMI) – and by dozens of consulting groups offering training and applications based on the classical concepts

The science part includes important techniques such as, WBS, PERT, Gantt, CPM, or Earned Value and many more.

Project Management is also a art and most times projects succeed or fail today belong to

the unwritten rules of the profession which is the art part.

Ratio being 20% science and 80% art

The art includes dealing with change, adapting to a specific context, and the lack of business focus during project execution.



**What is Strategic Project Leadership®**

Strategic Project Leadership (SPL) is an integrated approach, which was built on the foundations of

traditional project management; it is adding several formal components to the conventional approach,

with the intention of “turning some of the art into science.”

objective of Strategic ProjectLeadership is to focus projects on business results by creating value, competitive advantage, andwinning in the marketplace.

SPL adds two levels on top (or around) traditional project management: Dynamic Adaptation and

Strategic Leadership .



The SPL Integrated Approach

**Conclusion**

Moving toward a more strategic project management world is both timely and necessary. It is also

possible.

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Published as part of 2011 PMI Global Congress Proceedings – Dallas, TX