The Diamond Approach

FEATURES   DEPARTMENTS   OPINION   TOOLS   EXECUTIVE   RESOURCES   ABOUT US

Home > **Executive Report** > **Tools**

The Diamond Approach

Projects@Work   (September 17, 2007)

✉ email this to a friend
🖥 printer-friendly article
⊙ write a review

The authors of a new book present a flexible, adaptive model for approving, planning and managing projects, with a language and roadmap that managers and teams can use to analyze expected benefits and make better decisions to achieve desired business results.

No organization can survive today without successful projects. From the development of the iPhone to the execution (or lack of) on Boston's Big Dig, to the recent rollout of Oracle 11g, projects are the engines that drive innovation from idea to commercialization. But projects are also the drivers that make organizations better, stronger, and more competitive — yet when they fail, it can be devastating. Traditionally, the success of a project is measured by satisfying the triple constraint: meeting time, budget, and specifications. Once projects are launched, they are greatly detached from changes in the environment, technology, or markets.

In their new book, *Reinventing Project Management: The Diamond Approach to Successful Growth and Innovation* (Harvard Business School Press), Aaron Shenhar of Stevens Institute of Technology and Dov Dvir of Ben-Gurion

University present a new multidimensional model for assessing and planning project success. This Diamond Approach is based on a success-focused, flexible and adaptive framework that assumes that projects should be treated as business-related activities and that they must deliver business results.

"In today's companies, the share of project activities is constantly growing, whereas the percentage of effort devoted to operations is decreasing," Shenhar says.

Please login/register to read the entire article.

Sponsored Announcements and Special Offers

Connected Requirements: Unifying the Development Process
Why connect requirements? It ensures that the goals of the business and the needs of the customer are prioritized into requirements that remain persistent during the application development lifecycle. Find out how to optimize team performance, align the development process with business goals, and meet auditing and regulatory compliance requirements today -- **download this whitepaper**.

How-to Book on The PMBOK® - Get complete coverage of The PMBOK® Guide objectives and certification exam in a way that's fun, makes you think, and connects you to the material. Head First PMP offers a unique learning experience in a visually-rich format. Engage your mind and ace that exam with **Head First PMP**.

Project Workforce Management - The solution for managing your project workforce in real-time. Track, manage, and account for decentralized teams collaborating on projects in different places while getting a real-time view and making immediate decisions - saving time and money. **Click here for our free flash demo.**

Kick off your fall training and earn online PDUs from University of California, Irvine Extension - Your complete PM training solution provides PMBOK-aligned training, delivered by well-respected instructors, many of whom are PMPs as well as transferable credit toward a master's degree with our educational partners. **Vist us online.**