

## Strategy of planning to succeed

By Jenny Dillion | [The Daily Telegraph](#) | June 24, 2010 12:52PM

**FOR corporate high flyer Jen Dalitz the saying it's lonely at the top certainly held true.**

It was about three years ago as she was enjoying her executive role with a big bank when she realised she had been working so hard to get to the top that she had failed to see there weren't any other women with her up there.

She looked around for mentors, but found they were few on the ground.

Knowing that the perils of pioneering need not be repeated, she offered herself as a mentor for other women coming up through the ranks, then realised that what she was doing as a hobby actually made more sense as a business in its own right.

The result is that Ms Dalitz and her company sphinx is one of the finalists this year in the Telstra Business Awards, in the BusinessOwner micro-business category.

Ms Dalitz said her success so far and the fact that she made it through the rigorous vetting for the finals was all to do with her strategic planning.

"My background was in business consulting and banking and I achieved my executive role with a very strategic approach to business. I was just as strategic setting up the business."



Sphinx CEO Jen Dalitz is a finalist in the Telstra Business Awards after starting a mentoring company / File Source: The Daily Telegraph