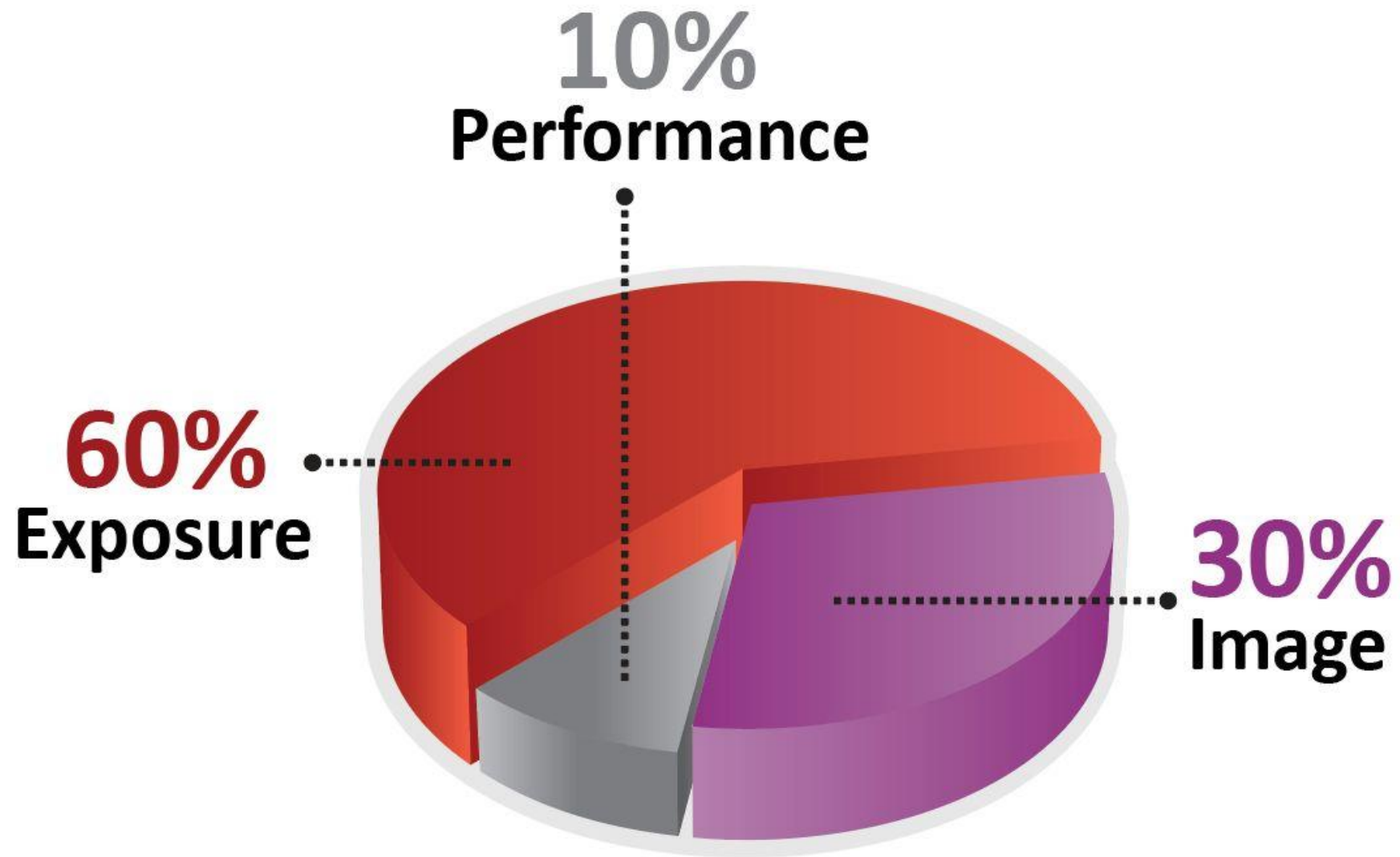


The Power of PIE



Andy Lopata for The Association of Business Mentors

13th April 2026



Understanding your market

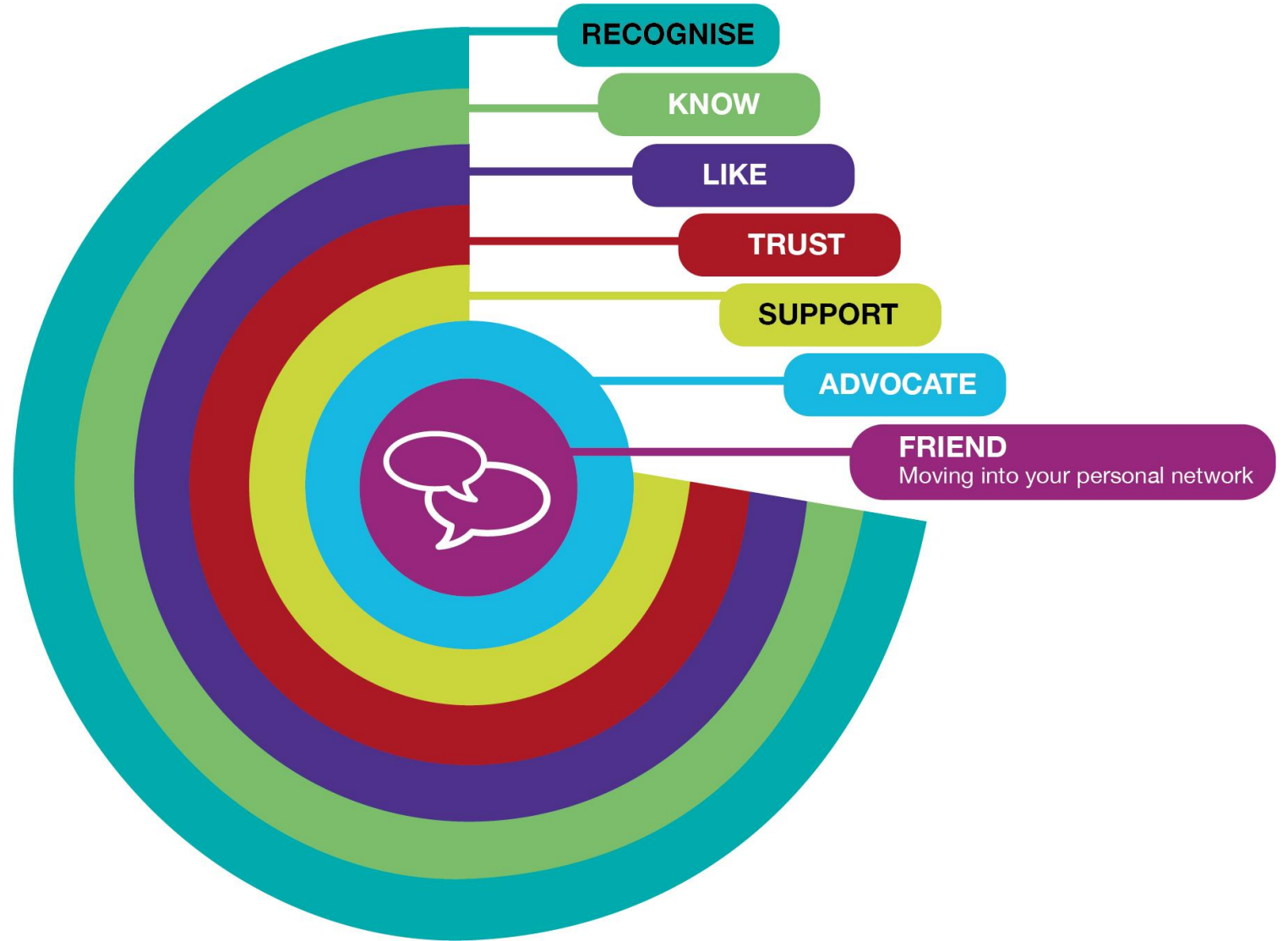
Individual Mentoring Clients

- Relationship-led
- Faster trust cycle
- Performance/Image bias

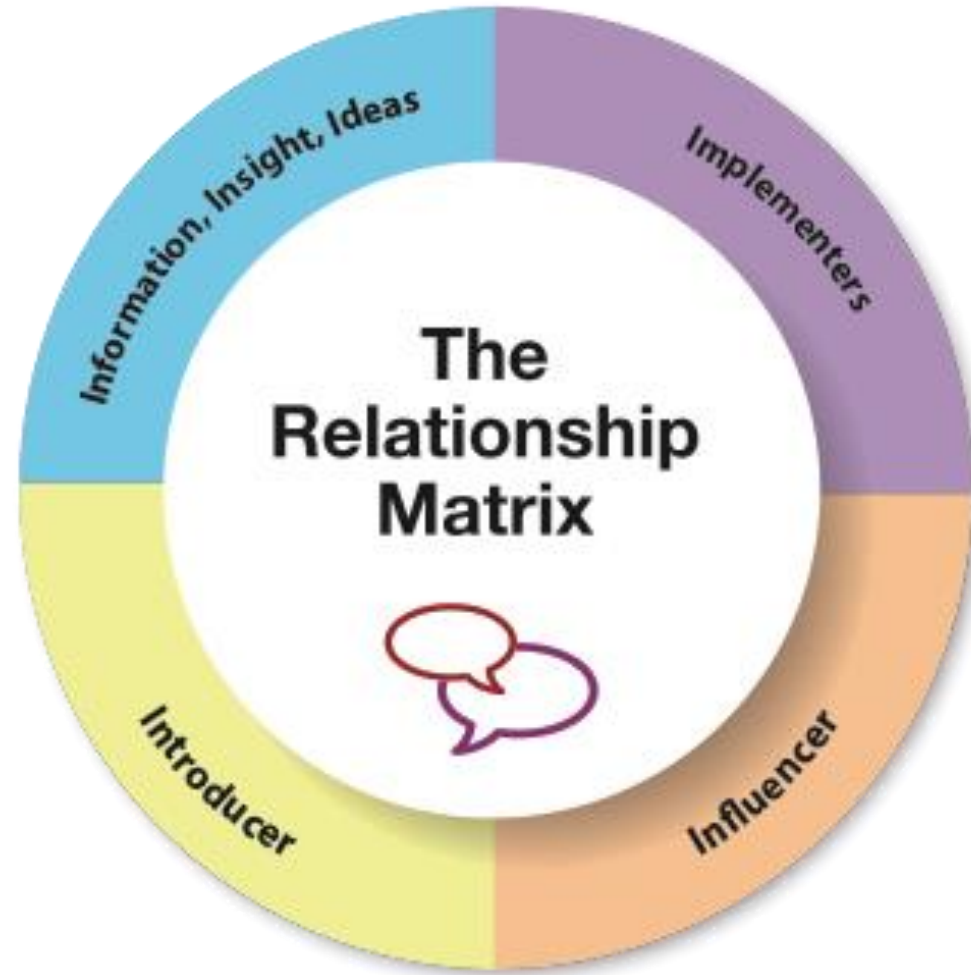
Corporate Mentoring Clients

- Multi-layered stakeholders
- Perception across a group
 - Image/Exposure bias

The Seven Stages of Professional Relationships



The Four Is



Breakout A – Your Mentoring Practice

- What is your biggest superpower?
- What message should others share about you?
- How are you creating advocates?
- What could you be doing better?



Breakout B – The Broader Perception of Mentoring

- How is mentoring perceived and how should it be seen?
- How can we reframe mentoring?
- What can the industry, the ABM, and mentors do to change perceptions and spread the message?

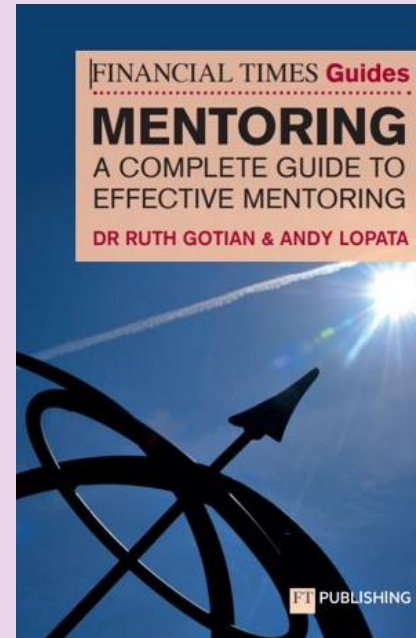
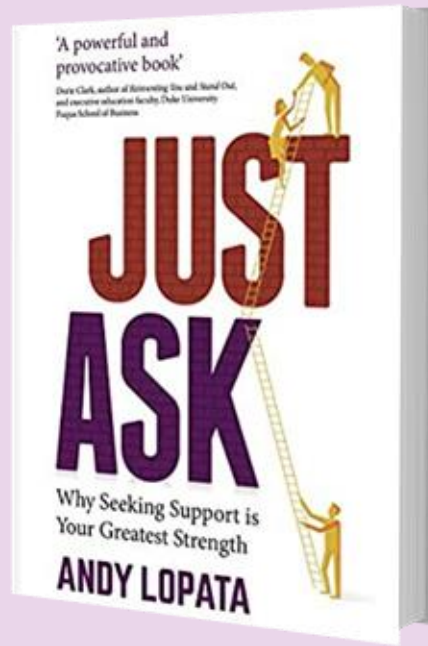
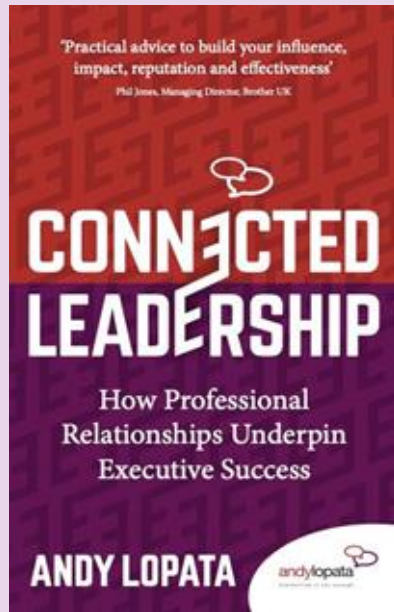


Baking Your PIE

Who understands your value—and who is sharing it?

Key Contact	Stage of relationship	Understands Value (Image)	Talks About You (Exposure)	Next Action
	Recognise → Advocate	High / Medium / Low	Yes / No / Sometimes	

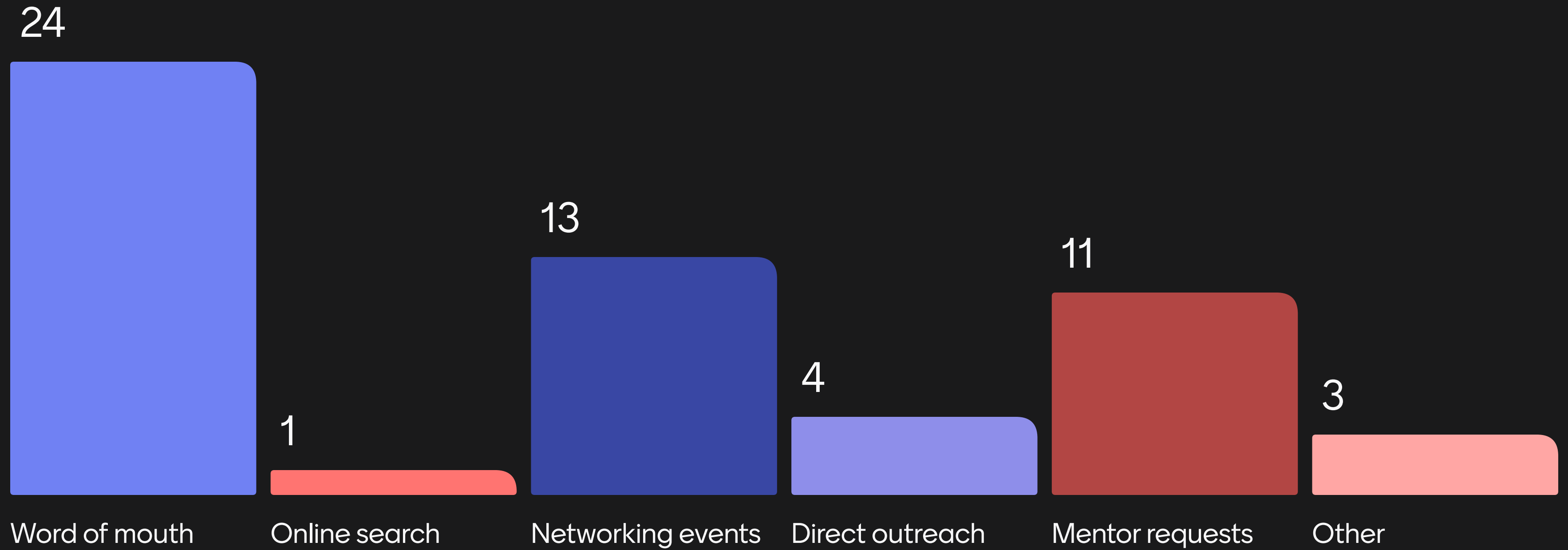
Your work doesn't scale through performance alone. It scales when the right people understand it—and share it.



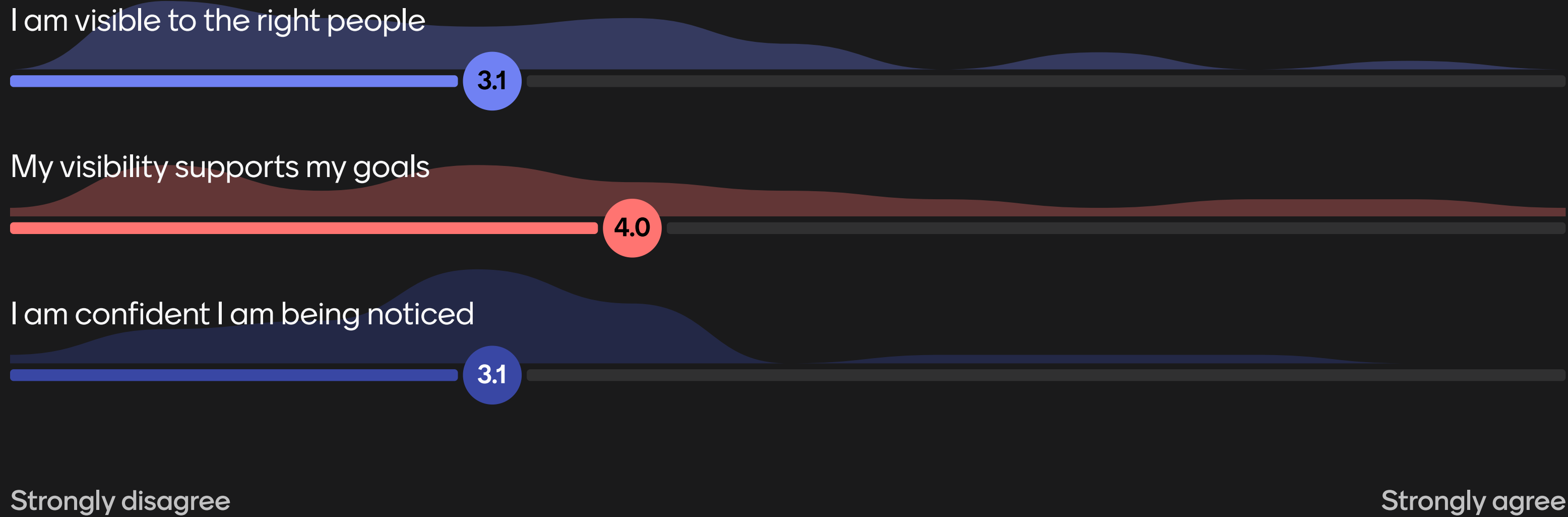
Further resources to support this presentation are available at [lopata.co.uk/links](https://www.lopata.co.uk/links)

Sign up for a free monthly e-zine at www.lopata.co.uk

How do you usually find new opportunities?



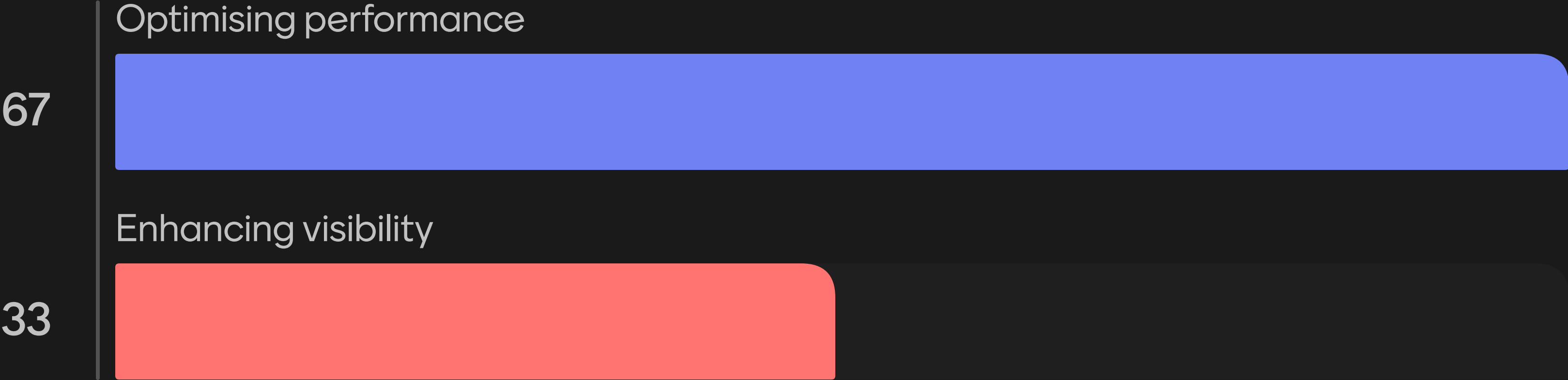
How visible do you feel today, compared with where you want to be?



Strongly disagree

Strongly agree

Distribute 100 points between these two priorities based on how you spend your time today



If I asked three people in your network what you do, who you do it for, and why it matters, would they give me the same answer?

