

Case Study: Blinds.Com

Introduction

This case study of Blinds.com is based on a April 2014 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service.



“I will use the tips and lessons learned to grow my business. Frost & Sullivan provides me with the opportunity to leverage relationships and strategies to become better leader, employee, and human being.”

“I feel like Frost & Sullivan is the best value for my professional growth. In the last three years I’ve attended, I know I’ve grown more as a leader and business professional.”

Challenges

- Finds that traditional trade shows and conferences are plagued by the following participant challenges:
 - Content that is a one-way push from the podium with little interaction or Q&A
 - Presentations that produce too few action items and takeaways because they are too theoretical
 - Aggressive sales tactics by sponsoring & exhibiting companies

Use Case

- Rated the networking at the Frost & Sullivan Executive MindXchange as the best they’ve seen.
- Has attended the Frost & Sullivan Executive MindXchange 3 times.

Results

- Reported that the unique interactive structure of a Frost & Sullivan Executive Executive MindXchange leads to the following benefits:
 - Access to best practices
 - Increased networking & relationship building
 - A forum which allows me to get real solutions to my business challenges
 - More value overall
- Generated 10-20 real business and personal relationships at the Frost & Sullivan Executive MindXchange.
- Rated the content they received at the Frost & Sullivan Executive MindXchange as 5 out of 5.
- Would choose to attend the Frost & Sullivan Executive MindXchange if they could only go to one external event a year.
- Would very strongly recommend the Frost & Sullivan MindXchange to their peers.

Company Profile

Company:
Blinds.com

Company Size:
Medium Enterprise

Industry:
Retail

About Frost & Sullivan Executive MindXchange

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company’s Growth Partnership Service provides the CEO and the CEO’s Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

Learn More:

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