

# Case Study: Kennametal Inc.

## Introduction

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



“Allows us to implement the virtual workforce project we have been working on. The Executive MindXchange allowed me to connect at the right level to obtain the best practice information and examples needed to support my organization.”

“The interaction and networking opportunities were perfect. The event allowed me to make some great contacts that will now be come regular colleagues for life. The keynotes were outstanding.”

## Challenges

- Finds that traditional trade show 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
  - Limited networking, dull activities and difficult relationships to develop due to the transient audience

## Use Case

- Rated the networking at the Frost & Sullivan Executive MindXchange as the best they’ve seen.
- Has attended the Frost & Sullivan Executive MindXchange 2 times.

## Results

- Reported that the unique interactive structure of a Frost & Sullivan 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
- Generated over 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:  
**Kennametal Inc.**

Company Size:  
**S&P 500**

Industry:  
**Industrial Manufacturing**

### 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.

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