

Rob Parson as Morgan Stanley (A)

Case Analysis
Morgan Stanley
Rob Parson

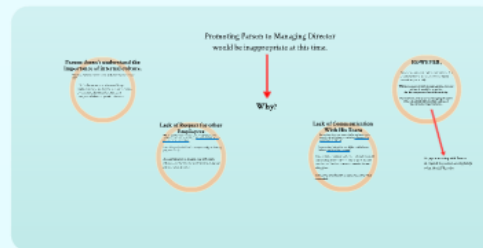
Mission Statement

Morgan Stanley is a leading financial services firm, providing a wide range of investment banking, securities, and financial advisory services to clients worldwide. Our mission is to deliver exceptional client service and create long-term value for our shareholders.

Rob Parson's Performance



Should Parson be Promoted?



The Approach



What should Nat have done earlier?



Questions?

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Case Analysis

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Mission Statement

"Our goal is to be the world's best investment bank and the Firm of choice for our clients, our people, and our shareholders.

We will succeed by meeting the global needs of our clients--both providers and users of capital--at a level of performance which is exceptional. This commitment to add maximum value will be characterized by extraordinary effort and innovation, and by conducting ourselves with absolute integrity.

Morgan Stanley's people are the source of our competitive advantage. We will distinguish ourselves by creating an environment that fosters teamwork and innovation, by developing and utilizing our employees' abilities to the fullest, and by treating each other with dignity and respect."

Rob Parson's Performance

External Performance

-Prior to his employment at Morgan Stanley, the company was in 10th place in the financial services sector with a market share of 2%. Currently Morgan Stanley is in 3rd place with a market share of 12.2%

-Parson was key in creating business with old clients as