

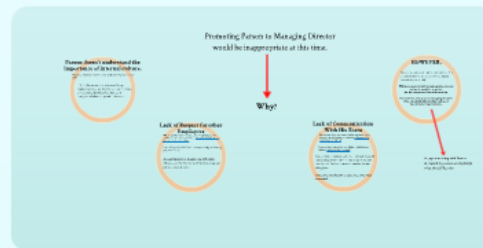
**Mission Statement**

Rob Parson's mission statement is to "provide the highest quality of service to our clients, while maintaining the highest standards of integrity and ethical conduct." This statement reflects his commitment to excellence and ethical behavior in his role as Managing Director at Morgan Stanley.

**Rob Parson's Performance**



**Should Parson be Promoted?**



**The Approach**



**What should Nat have done earlier?**



**Questions?**

# TheCaseSolutions.com

## **Rob Parson at Morgan Stanley** 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**