
Rob Parson at Morgan Stanley (A)

Case Study Analysis

Berat Onur Ersen - 20168000075 - 3 Dec 2016



Introduction

The following is analysis of case about Rob Parson,a principal at Morgan Stanley,who is pursuing a managing director position and his manager Paul Nasr on evaluating his performance.

Throughout this case Morgan Stanley as an investment bank,Rob Parson's character & way of doing business ,Paul Nasr as his managerial position and the data he collected about Rob Parson are being reviewed.

Morgan Stanley

Morgan Stanley is a leading investment bank since 1935.It has been transformed to have a 'One Firm' culture throughout all processes and business style.The firm has an 'up or out' kind of promotion system.Vision is to be provided by managing directors so people who are candidate for a managing director position is expected to have visionary characteristics and skills correlating with company's business line.

The Capital Market Services (CMS) division is structured to make firm more responsive to clients' needs.Professionals working for CMS are expected to have entrepreneurial business skills,fully understand customer needs and offer new services to create opportunities accordingly.

There are product specialists who are talented on creating and shaping products but they do not always understand and analyse clients' needs properly.

Paul Nasr

John Mack,the company's president around 1993, chose a group of people who are suitable to shake up the culture within Morgan Stanley.Paul Nasr was a member of that group with nearly 20 years of experience in sector.

Paul thinks that success of the company depends on ability of people with entrepreneurial skills but those people should avoid breaking rules and violate company culture which took years to create and integrate.With that in mind Paul recruited Rob Parson,an avid banker who can be a strong player in providing successful customer acquisition and satisfaction.

Rob Parson

Rob Parson was a late-became banker who has strong relationships with clients.

He was very ambitious and ready to break rules for success.He has never been a serious student with top scores but a player in business with aggression.

When Rob landed his position at Morgan Stanley,situation at Investment Banking division was worse than he imagined.Someone needed to get control of the client relationships by challenging rules in the game.

Rob gave no chance for 'business as usual' point of view. Moreover, he tried to execute everything depending on his sole decisions by not believing in consensus. This caused him to be escalated to Paul. Generally what Paul did was advising him to talk with his teammates to fix the situations.

Apart from his lack of team player skills, Rob was a quick cross-seller of ideas / services, information provider and a man with high energy.

Conclusion

Case is a decision case whether Rob Parson's character and style is suitable for get promotion to be a managing director position.

Rob had been evaluated by his co-workers and clients in terms of character, business skills and interpersonal skills. Results show that Paul was excellent when engaging with clients and applying impressive selling techniques. These are perfectly matching for such a position and makes one to deserve managing director position. However cultural disobedience is not acceptable for a director candidate in this situation.

In performance appraisal conversation Paul should be asking Rob what he thinks about all those problems they faced within Rob's team while conducting business. If he had a solution to compensate disturbance of other workers as a result of his behaviours.

Paul should be offering to wait for one more year to give a second chance to Rob if he can create a balance between behaving as he was expected to maintain company culture and keep influencing clients' on services those Morgan Stanley offer.