Morgan Stanley Research Co.

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# Introduction

Morgan Stanley was formed by Harold Stanley and Henry Sturgis Morgan along with other fellows on 16th of September, 1935. It is the financial services’ corporation which was formed in the response of the Glass Steagall act. According to the act, splitting was required for investment and commercial banking business. The vision of the corporation is to provide financial services through advice, manages, originates, subsidiaries and affiliates, capital distribution for people, administration, and institution. During the first year, the company became able to expand its operation with 24% market share in private placements and a public offering. There are three main segments on which company operates including investment management, wealth management, and institutional securities.

It is an American multinational company that works for financial services and investment bank. The main headquarter is located in Midtown Manhattan, New York City. With time the company successfully expanded its business in different countries and provide a vast number of employments. Today the company is working in forty-two nations where about sixty thousand employees are working. The company provides services at both public and private level, therefore, the client includes citizens, government and different corporations. On the basis of total revenue, Morgan Stanley was ranked 67 in the 2018 Fortune 500 list of the largest America’s company.

**Discussion**

Morgan Stanley focuses on the requirement and satisfaction of the client according to which leadership and its roles are defined in the company. The leadership role is not just to provide good cooperate governance but the main aim is to make the world a better place by using the global resources of the firm. James P. Gorman is the CEO and chairman of the company. The company promotes diversity in leadership, therefore, they believe in female leadership to bring a new dynamic in the field of wealth management. Bringing all together, the company is working with more than 500 executives, 300 senior-level multicultural entrepreneurs, civic leaders, and investors. Morgan Stanley chooses talented, passionate and intelligent people from different cultures to make a team of global thought leaders. The company also has a board of directors, operating committee, board committees, technology committee, and charters who ensure the progress of the company (“Morgan Stanley,” n.d.-a). The company helps its employees to grow and develop. Company has introduced various programs to support its employees. Their programs help employees to develop their networks and skills for career success. For instance, the company introduced a program for junior multicultural talent in 2014. The program enables employees who were hired within the past twelve months to get interact with the senior leaders of the company through professional development sessions. It was useful to improve communication skills, careers, relationships, and commercial thinking of the employees. There are various other programs that the company introduces time to time. Morgan Stanley promotes diversity and hires multicultural employees which influence the investors to increase their investment. The influence of leadership and code of ethics helps the company to make money from investment and asset management (“Students & Graduates Programs | Morgan Stanley Careers,” n.d.).

The company is working on both profit and nonprofit projects but it does not mean that they do not face crisis or debt. During the financial crisis of September 2008, the company was about to collapse. They were running out of cash of about 15.7 billion dollars in a bad investment. However, the company manages to control the business activities, employees and stakeholders at the same time. The company is risk-taker from the beginning and the leadership of the company believes in taking the risk for a better reward. Therefore, they give all information to their employees, investors and other stakeholders about the consequences of the business activities. The code of ethics helps company to keep the loyalty of employees, investors, and clients. Leadership believes that employees should be well aware. Employees and investors concerns should be the first priority of the company so they don't lose hope in the time of crisis. A report indicates that besides professional attitude of the leadership they even try light mood or humor during the time of crisis. They tried to minimize the concerns by using the humor in critical situations. This shows the passion of the leadership in Morgan Stanley. The open information of the company is the key factor that helps the management of the company to handle the crisis. All the investors and employees those who join the company know from starting that company loves to do risk investment which can lead to crisis or high reward. Therefore, from starting of the investment they get ready for any uncertain result of the investment (July 23 et al., n.d.).

Chairman and CEO James Gorman said, “Our DNA, our culture and our history are rooted in serving our clients.” This shows the value of the company that clients are the first priority of the company. Morgan Stanley is based on four core values that are making client priority, leading through outstanding ideas, perform the right things, and giving back. The company culture is based on diversity where diverse workforce enable the company to make a better world together. This diversity helps the company to present new perspectives and talent which makes workforce stronger. In addition, cooperate culture helps to deal with the client in an effective way to acquire professional objectives. This culture results in a positive outcome for the company. Today Morgan Stanley has the number of employees from a different culture and backgrounds like Andre (Executive Director, Bank resource management), Naeema (Executive director, wealth management), Rose-Gaelle (Associate, Technology) and many more who are coming from a different background but presenting Morgan Stanley as a team. The company hired recruits from 56 different nations. This culture helped Morgan Stanley to expand faster in different nations and now each year the company's employees spend about one million hours of the service. People are ready to be part of the company which increases the reputation of the company in terms of the environment and culture of the organization. In addition, the company gives choice to the candidates to choose the location of interest and based on education level company offers different programs in which they can apply for the job. This process helps the company to get the employee who is satisfied with the location, culture and their designation. When a satisfied employee works for the company he gives his maximum effort which results in positive outcome for the Morgan Stanley (“Morgan Stanley,” n.d.-b).

The characteristics on which company depends include the strategy challenge, diversity, acceptance of criticism, and use of business skills to help the nonprofits. Strategy challenge is the crucial characteristic of the company which helps to acquire new ideas by focusing on the key strategic question of the projects. Diversity also enables the company to adopt new perceptions of different employees and selection of the best one. When leadership does not perform or perform some wrong act, the company give a chance to the other employees to show disagreement to it. Freedom of speech by investors, as well as employees, is considered as a useful characteristic acquired by the company. For instance, Philip Purcell was the chief executive of the company. He was unable to perform his duty and his legal strategy got failed after that five employees from the management committee resigned. In response, the company asked Philip to give resign which he did on June 13, 2005. The issue was raised by the remaining employees and shareholders which indicates that company respect the opinion of others and take serious notice of their objection. These characteristics have a positive impact on the company. It is because it gives a message to all employees that performance is the only thing which can make a person part of Morgan Stanley and company have no space for the employee who is unable to perform his duty (“Morgan Stanley Code of Ethics,” 2018).

Diverse leadership style is used in the company as a management practice. The culture of the company is very exclusive and cooperative. Employees avoid to use aggressive behavior on and accept the diverse environment of the company. Human resource management is very cooperative and in the situation of any conflict, it provides complete corporation and guidance to the employees and clients of the organization. The management of the company quickly responded to any uncooperative situation. In addition, in spare parts employees participate in different activities which are effective for their mental health. The company allows employees to bring things of their interest to work with them that they can use in spear time which helps employees to balance work with their personal life. These practices motivate employees and release work stress. Employees can spend his break time in those things which can give them happiness or relaxation and in the end employee come back to the seat with a fresh and relaxed mind. In addition, leadership promotes healthy communication with employers. Employees attend seminars with senior leadership and get useful tips and motivational suggestions which can help them to grow in a career (“Board and Leadership,” n.d.).

The leadership competencies involve political skills, good decision making, conflict management, courage, prudence, emotional intelligence (EI), interpersonal skills and social intelligence. The customers’ needs and preferences have changed very rapidly and the need for any business to adopt new techniques and provide new services according to the need of the customer. The company always keeps an eye on any happenings in the external environment that can affect the company in the normal course of the business. The leadership focuses on the downturn in the economy and make remedies according to it. In addition, the leadership of Morgan Stanley promotes participation in meaningful activities. Employees are encouraged to take part in pro-bono strategy, year-round volunteer efforts, and global volunteer month along with the participation in diverse groups and company's committees.

The characteristics which make Morgan Stanley unique from other competitors include diverse culture, risk lover and political interest. There are many cases rise with time-based on racism and uncooperative attitude by the leadership to the employees from a diverse background. On the other hand, this company promotes diversity and believes that diverse culture is crucial to get new ideas and creativity for the progress of the business. The company is a risk lover where other companies take strategies to avoid loss or risk, Morgan Stanley confidently invests in high-risk investment. Last but not least, Morgan Stanley takes interest in political activities. It invests in the campaigning of the favorite political party.

**Conclusion**

Morgan Stanley is the financial cooperation formed by Harold Stanley and Henry Sturgis Morgan on 16th of September, 1935. It is an American multinational company. It works for financial services and investment bank. The main headquarter is located in Midtown Manhattan, New York City. Leadership role provides good cooperate governance whose main aim is to make the world's better place through their diverse culture. Morgan Stanley is based on four core values that are making client priority, leading through outstanding ideas, perform the right things, and giving back. The leadership competencies involve political skills, good decision making, conflict management, courage, prudence, emotional intelligence (EI), interpersonal skills and social intelligence. Diverse culture, risk lover and political interest are some of the characteristics that make Morgan Stanley unique from other competitors.

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