

Increasing creativity

Techniques designed to stretch the imagination

By LORAIN McCLISH

creative problem solving technique which can be applied to situations in career, personal, or community life.

THE INSTRUCTOR has had a 10-year interest in stimulating the imagination to come up with more alternatives to make a decision, stemming from the most part, with her affiliation with the Creative Problem Solving Institute, State University College at Buffalo, N.Y.

"When we are confronted with a challenge, we generally go with the first or second responses that are the old mind-sets," she said.

"But research has proven that the longer the number of alternatives you come up with to meet that challenge, the better the quality to choose from when you make that final decision.

"How to make the list as long as possible is a simple technique," she continued, "and some of the items on that list will be brand new to you. Things you've never thought of before."

Part of the process is having the new idea fall on fertile ground so it can take hold. She called the individual's realization of the connection an 'A-Ha'!

"Newton, experienced an 'A-Ha'!



NATALIE HALPERN



"It is a skill to be used in all facets of one's life and creativity to solving problems with the neighbors or can be used to persons who are already in careers of with governments."

(Staff photos by Randy Borst)

when the apple fell on his head," Ms. Halpern said, "But if he was not already incubating some ideas of gravity, an elephant could have fallen on his head and he never would have connected the incident with the ideas already forming.

"Helen Keller experienced an 'A-Ha'!

when she realized the idea of water. The ground work had already been done, so the association could be made."

THE COURSE increases the possibility for an "A-Ha" for the individual and at the same time gives a tool for

better input control over his or her own life.

"It is a skill to be used in all facets of one's life," Ms. Halpern said.

"Corporations have been doing this kind of thing for years, but the bottom

line there has always been how to produce a better model, or how to increase the profits.

"This course runs the entire spectrum, and can be used by persons who are already in careers of creativity to solving problems with the neighbors or with governments."

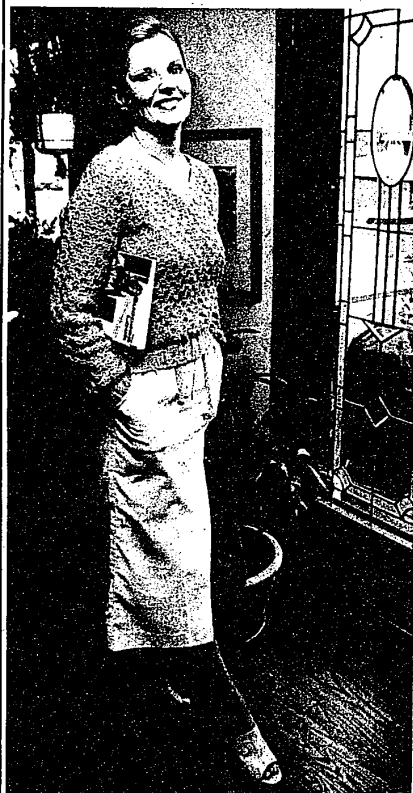
Ms. Halpern is a Detroit-based writer and artist. She is a member of Women In Communications, Inc., the International Association of Business Communicators, and American Marketing Association.

She will be teaching workshops on the subject this fall in cooperation with the Grand Rapids Consortium Center (which includes Grand Valley State College, University of Michigan and Western Michigan University), as well as Oakland Community College.

"Activating Your Creativity Potential runs on Thursdays from 7-9 p.m. for eight weeks beginning Sept. 13 through the college's Division of Educational Services in Farmington Hills. Tuition for the course is \$30.

Registration by mail or in person is now under way.

Registration information will be given by calling the college, 475-3400, ext. 225.



Annoyed by men telling women how to dress for success, Joan Dietrich decided to do it herself. (Staff photo by Mindy Saunders)

Quit dressing like a man

Clothing expert allows femininity, softness in office

Joan Dietrich is tired of persons trying to dress for success.

"Authority comes from within," the Rochester resident stresses. "Not from what you're wearing."

And to prove her point, she wrote her own dressing guide for career women, "The Success Look," published by Grosset & Dunlap this month.

Her book is mostly a rebuttal of John Molloy's strict rules for a career woman's closet.

Ms. Dietrich contends that Molloy wants women to copy male standards in dress and the business. His insistence that women in business should stick to a slightly feminized version of the grey flannel suit has Ms. Dietrich up in arms.

She views it as a less than subtle reminder to women that men still run the business world and a woman must emulate her male co-workers' dress to be accepted in the boardroom.

"He's chauvinistic from the word go," she said of Molloy.

His advice on what women should appropriately wear to the office borders on the ridiculous, she added.

"You don't have to dress like a man," she insisted.

It's the sort of lesson she's been teaching to young businesswomen since she taught "merchandising classes" at the Baker Business College in Flint several years ago.

SHE ADVISES AGAINST copying male standards of dress which tend to bury a woman's individuality.

Instead, she advises women to stick to the rules they learned long ago in junior high: find a look that works for you and keep it.

Women are advised to discover what looks good on them. Not everyone looks good in the basic severe suit. Some women need to wear softer lines.

"Some women would look like a little girl trying on their mother's clothes if they dressed like that," she said of Molloy's dictums.

Instead of dressing in a suit with severe lines, small women should consider tailored clothes which contain soft lines.

A tailored sweater, shirt dress, a dress with an Empire waist and a dark print

are fine for the business world according to Ms. Dietrich.

Molloy and his followers would find these choices too casual for the boardroom but Ms. Dietrich sees her selections as being feminine and businesslike.

There are some authority giving touches a small woman can add to her softer wardrobe, Ms. Dietrich concedes.

"Wearing a vest adds authority to an outfit and gives it a finished look," she advised.

BLAZERS CAN look authoritative on the small woman if they are scaled to her size and made in lightweight materials.

But a hip-length blazer which adds to the authority of an outfit should be avoided by small women. The style tends to make them look dumpy, Ms. Dietrich said.

For women who prefer to wear what has come to be called the success suit, Ms. Dietrich offers no opposition.

She does suggest that women can

look tailored without looking mannish. The dictum that a jacket should always be worn at the office comes under fire.

"Once-dressed in the uniform of skirt, matching blazer jacket and contrasting blouse, the successful woman must remember to keep her jacket on at all times, even when her fellow executives who happen to be male take theirs off. If a woman removes her jacket she will find herself dressed in a skirt and blouse, an outfit success experts say is ineffective," Ms. Dietrich notes.

"But a trim sleek skirt with a good silk shirt can be one of the most attractive, comfortable and professional looks for many women," she said.

While she disagrees on some points with other success look authors, Ms. Dietrich joins them in roundly condemning the polyester pant suit.

"It's one of the cheapest looking pieces of apparel you can buy," she said.

BARBARA WALTERS has worn frilly blouses and ruffled skirts on television without giving up her authority. Margaret Thatcher, prime minister of England, wears frilly little prints and frumpy jackets.

"She looks like someone's sweet grandmother," Ms. Dietrich said.

To accommodate women who enjoy adding frills to their apparel, Ms. Dietrich concedes a romantic business look. Ruffled skirts are paired with blazers. "Feathers appear in lapels. Vests tone down wildly romantic printed skirts."

But she draws the line at pairing a frilly blouse with a ruffled skirt for the office.

While she disagrees on some points with other success look authors, Ms. Dietrich joins them in roundly condemning the polyester pant suit.

"It's one of the cheapest looking pieces of apparel you can buy," she said.

Adding to the offensiveness of the polyester pant suit is the pastel colors which take away from whatever sense of authority the wearer is trying to convey.

Colors are important. In that estimation, she also joins the other dress for success authors.

PASTEL colors such as pink and lavender should be outlawed from a working wardrobe. Burgundy and navy are more authoritative colors.

Even romantic dressers should stick to dark colors.

Jewelry should be good and kept to a minimum.

Foot wear has its place in deciding the success look. Open toes should be hidden from the boardroom. Conservative pumps are better.

Boots in the winter are practical and still in keeping with the executive look. Avoid cowboy boots and motorcycle boots, though, Ms. Dietrich advised.

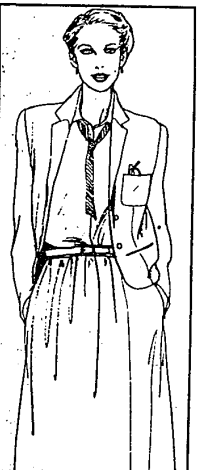


Thursday, August 30, 1979

Farmington Observer

Suburban Life

(F)IC



Ms. Dietrich advises women avoid wearing the tailored suit on the left. Instead she approves of the soft tailored look of a classic blazer and bowed blouse with knitted vest. Another favorite is the menswear

suit softened with a silky blouse and gathered skirt (middle). And surprise: the look on the far right is all right for the office. The ruffled skirt is tamed by the blazer.