



The Winning Edge by Roger Hempel

The new catch phrase for the Nineties - Corporate Casual - the relaxed look of Corporate America. It started out in many offices as Casual Day on Fridays. In some places, it spread to Mondays. There is always that little caveat: Proper business attire is required, if you are meeting with vendors or senior management. That was simple to resolve. To avoid this condition, employees simply stop scheduling meetings on Mondays and Fridays with customers, vendors, or corporate management. In many offices, Casual Day has spread to five days a week, for the entire corporation, and at all levels of management.

Most casual policies appear to be working, for the most part. There is always the people who take it to the extreme. You know

the style - torn, faded blue jeans, T-shirts with strange messages, sweat pants and tops, sandals, shorts, tank tops and athletic shoes. Standards had to be established and enforced. Simple things, like clean, neat active wear, with colors on all shirts and tops. Dress slacks, sweaters, skirts and skirts, all to be worn with regular-type shoes. Some places have even set aside days, like Friday, where jeans and athletic shoes may be worn.

These changes in the corporate offices have also had a direct impact on the retail segment. Many men's and women's clothing stores now have a wider selection of upscale, casual separates and accessories. At the same time, stores have often reduced the size of areas devoted to both men's and women's sales. Some stores will even identify merchandise that they consider "ideal" ("office casual"). Other stores have trained their sales associates to direct the customers through the myriad of

suitable office attire. But "grunge" has no place, whatsoever, in the business office.

The American business office, and even many sales offices, often appear to have that country club look about them. Maybe this was intentional, so that people could slip out during the afternoon for a quick nine holes and not look like they had planned it that way.

But wait a minute! Who is that person over there in the corner office? The one with the Brooks Brothers suit, silk tie and wing tips. Why is he dressed that way?

Oh, him, that's just the director of the department. He's always dressed that way and will probably never change.

Well, what about that person over there?

Oh, the comptroller? You know her, the head head counter. That is, she manages the last to change.

No, I was looking at that young man who just started last year. You know, the one with those wild ideas and that fancy MBA hanging on

his wall. Why is he wearing that dress suit and tie? Does he think that will help get him ahead?

No, his ideas, talent, long hours and hard work have gotten him those two major promotions and very hefty pay increases in the past 15 months. His professional appearance only got him noticed.

What about that person over there? He started at about the same time and has been dressing in a suit and tie every day. I don't see him getting those raises and promotions.

The business suit will only get you noticed. Likewise, dressing very poorly will also get you noticed. The latter usually shows a lack of self-esteem. Sometimes, being noticed is for the good, and sometimes for the not-so-good. To stand out in a sea of lookalikes and wannabes, you may have to set yourself apart from the crowd. If you truly succeed, you need to have the commitment, drive, resourcefulness and talent to keep you ahead of the pack. In

the competitive, corporate arena, there are a large number of accomplished people vying for the same raises and promotions. If you are in this realm, and you want to be noticed, adhere to the unwritten dress code that the upper management uses in their own day-to-day operation. You have to "Walk and dress the management line."

You don't have to dress the part every day. Pick and choose those opportunities that will benefit the most from the upscale image. A professional, be it a man or a woman, only needs a couple of "power pieces" in their wardrobe. They don't have to be expensive, designer labels. Neatly pressed, dark colored, conservative business suits with attractive accessories are preferred. Visit your better men's or women's clothing stores and ask for assistance in selecting appropriate authority styles and colors. Now, take those ideas to your favorite discount chain and make your final purchases. I have

known college students who will ask for clothing gift certificates as graduation gifts from their family. If your current budget is very limited, think about visiting one of the many upscale, resale shops in the better neighborhoods, for super buys on great clothing. These are the power pieces that have been worn by the movers and shakers and have now been donated for a tax credit. There is no shame in shopping wisely.

Remember, success doesn't hang in your closet, only opportunity is there. It is a means to highlight a person with your great talents, giving you the edge. Your success will depend on how you use that opportunity to showcase your talents and abilities!

Until next time - this is Roger. Send your questions to me via this newspaper, via Prodigy at JPTW91B, via the Internet at JPTW91B@Prodigy.Com, or call 1-800-650-6363 and talk to me directly.

500 Help Wanted General

ANALYTICAL INSTRUMENTATION SERVICE ENGINEER
We currently need an enthusiastic customer oriented person to join our service team. The successful candidate will be responsible for maintaining the highest standards of service response time to our customers. Candidates should have at least 3 years experience in the field of analytical instrumentation. Must be able to work with customers and provide excellent customer service. Please send resume to: P.O. Box 2247, Leavenworth, KS 66043-2247.

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Maintenance/Truck Driver

Seeking individuals to work as "on-call" building maintenance/truck drivers. Requires equivalent of 6 months full-time experience driving medium-size trucks; valid CDL license; ability to perform basic building maintenance duties. Any type of positions must be available when needed to fit in for vacationing or absent employees or increased workload. We offer a variety of shifts over a 24-hour work week and excellent hourly wage. To apply, call Kris at (313) 553-2277. Must provide proof of CDL. Equal Opportunity Employer.

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EXCEPTIONAL BENEFITS:

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- Promotion from within

Previous restaurant experience, strong communication skills, customer service oriented, and a "hands-on" management style are desired.

Interested candidates call Sherrice Fox at **1-800-282-5799** or fax **810-615-7575**

Little Caesar Enterprises, Inc.
21777 Commerce Drive
Farmington Hills, MI 48335
Call 810/615-7575

MANAGER ASSISTANT TO THE PRESIDENT

Birmingham real estate company has a career opportunity for a dynamic individual to manage the office and assist the President in a variety of tasks and projects.

Requirements:

- Knowledge of the Birmingham and Bloomfield Real Estate Markets
- Excellent Written and Verbal Communication Skills
- Real Estate License
- Broker License a plus
- Computer Proficiency

If you are interested in a challenging opportunity, send us your resume with salary requirements to:

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- Term Life Insurance...and more!

Send resume to:

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Southfield, MI 48034
Attention: Custom Decorating, Phyllis

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