

#### Winning Edge by Roger Hempel

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

corporation, and at an revers or management.

Most ensual 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, swent pants and tops, sandals, shorts, tank tips and cutoffs. Standards had to be established and enforced. Simple things, like clean, neat active wear, with collars on all shirts and tops. Dress slacks, swenters, skirts and skorts, all to be worn with regular-type shoes. Some places have even set used 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 mer's and women such as the segment of the same time, stores have offer reduced the size of areas devoted to both men's and women's suits. Some stores wills.

of areas devoted to both men's and wamen's suits. Some stores will even identify merchandise that they consider ideal for "office casun". Other stores have trained their sules associates to direct the customers through the myriad of

suitable office attire. But "grunge" has no place, whatevever, in the business office:
and seven many sules offices, offen and ween many sules offices, offen and even many sules offices, offen and even many sules offices, offen and even many sules offices, offen and the sules of many sules offices, offen and the sules of the dependent of the sules of the

Success - It Doesn't Hang In Your Closet!

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

No, his diens, stalent, long hours and hard work have gotten him those two major promotions and very hefty pay increases in the past 16 months. His professional appearance only got him noticed.

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

The Theorem suit will only got repair yeary pourly will also get you noticed. The latter usually shows a lack of self-esteen. Sometimes, heing noticed is for the good, and sometimes for the not-so-good. To stand out in a sea of looksdikes and wannabes, you may have to set yourself apart from the crowd, but. stand out in a sen of lookalikes and wannabes, you muy have to set yourself apart from the crowd. But, to truly succeed, you need to have the commitment, drive, resourcefoliness and talent to keep you ahead of the pack. In

the competitive, corporate arean, 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

are in this realm, and you want to be noticed, adhere to the unwritten dress code that the upper management usee 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 nueds a couple of "power pieces" in their wardrobe. They don't have to be expensive, dark colored, conservative business suits with attractive accessories are preferred. Visalt your better men's or women's clubing sterey and lask for assistancing steps and the support of the support favorite discount chain and make your faul nurchases. In any your favorite discount chain and make your final purchases. I have

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