Work Policies Good Policies
Casual Dress Code

Establishing a casual dress code is an inexpensive way to improve the morale of employees. The casual dress code is appreciated by most employees , but it also serves as a symbol of management's attitude toward meeting employee needs.

Certainly, employees with client contact should wear business attire, as should those who can be seen by clients in the course of everyday business. Casual dress codes only should apply to employees who cannot be seen, or who rarely are seen, by clients. Professionalism is paramount when it comes to client contact.

It is difficult to find a strong argument in favor of non-client-contact personnel being forced to wear formal business attire. The success of companies such as Microsoft, who have casual dress codes, shows that formal dress is not necessary for success.

If management allows casual attire, it may be viewed as being more caring about employees. Allowing employees to wear casual attire at work may send one or more of the following signals to employees:

> Flexibility on the part of management,
> A willingness to do things the "new way,"
> There is a system of promotion in place that does not favor those who have had the good fortune to be born in the more affluent classes.

<div align="center">[...]</div>

Management may be shooting itself in the foot by not allowing casual attire. We are beginning to encounter quality people who say they will refuse to apply for a job at a company that does not allow casual clothing to be worn.

<div align="right">from **The Business Research Lab's website, 2013**</div>