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Fine feathers, really dumb birds

IF YOU believe Felicia Mabuza-Suttle, fine feathers always make fine birds.

Felicia and many others in the image-building business believe your physical appearance is a major determinant of whether you will be hired or not.

If you're smartly dressed and well groomed, the argument goes, the interviewer will have decided within three minutes to hire you.

Perhaps this is why so many companies end up hiring dummies. Then they battle for years trying to get rid of the nattiest dresser in the office who can't do the work he or she was hired to do.

Fine feathers often disguise incompetent birds (men and women alike).

There's a lot of truth in the saying that "You can't judge a book by its cover". Smart covers adorn many badly written books; so too are many fools to be found dressed to kill and groomed for an audition on television.