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# Human.Net



Issue 30 –March 2012

Keeping you up to date with the latest news on Human Resource issues and developments as well as Association news.

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## Interesting Quotes

*"I always tried to turn every disaster into an opportunity."*

*- John D. Rockefeller-*

## 1. Welcome Note from the Editor

Dear readers,

The beginning of the new year is the time where we as HR professionals can set our goals and objectives for the year. What lessons learnt in 2011 will you be applying or leaving behind in 2012? If you haven't yet set your goals, we highly encourage you to do so. Bear in mind setting SMART goals with a clear vision will bring the results you set out initially; however do not forget to hold on to the persistence and the determination all the way. Key to remember when setting those targets, is that it is OK to be innovative, to step outside the box, and to do things differently. Being innovative sometimes means getting outside our comfort zone and taking up new challenges. Read below to see how Julie & Julia and The Talent Masters achieved this. Also, with increased job insecurity, make an effort to accommodate the 5 points on Bright Idea when writing your CV to place yourself well above the average candidate.

Enjoy the read and be brave to act differently this year

*Olympia Fantis*

## 2. Bright Idea

### 5 steps to make your CV stand out

**1) Maximise readability:** It is essential for your CV to be easy for the reader to scan quickly and effectively. It should be eye-catching and uncluttered.

**2) Include a Professional Profile and Objective:** Summarise and emphasise your key attributes and your intended future career path – avoiding cliché and superfluous hyperbole. Short in length interesting. If you can't successfully 'pitch' yourself in under ten lines then you risk losing the reader's attention. Be brief – you can highlight examples in later sections. But be persuasive.

**3) Include achievements where possible:** If you can include an "achievements" section then it can make an instant and dramatic difference to the power of your CV, enabling you to distinguish yourself from other candidates. Utilise the space allocated to highlight where you have excelled – and how you plan to attain similar results on future endeavours.

**4) Keep your CV concise and to-the-point:** It should be informative and concise. In general, two A4 pages is a maximum. Only include information which will actually help to sell you.

### 5) Target/Tailor your CV

If possible, tailor your CV according to the specific vacancy for which you are applying.

*Today's Bright Idea was taken from [www.monster.co.uk](http://www.monster.co.uk)*



### 3. HR in Black & White

#### **Multi – million investment from China for a Commercial Centre at the old Larnaca Airport**

The grounds of the old Larnaca airport, adjacent to the new Larnaca International airport will be developed by the new investment paved away by the Nicos Shacolas Group with a consortium of business investors from China. In the next few days an official announcement will be released with details of the multi-million investment by China entrepreneurs in co-operation with the Shacolas Group.

It is expected that this large investment in Larnaca by the Shacolas Group, which operates as a strategic partner at the new airport, will create many new jobs relating to the transport and commerce sector. According to information sources, the investors from China will co-operate with the Shacolas Group for the construction of a Logistics Centre for transporting products from Asian countries which will then be forwarded to European markets. In parallel, the Logistics Centre will also operate as a Commercial Centre. The development plans will also include the construction of a hotel and a casino. The proposal was submitted for review and consideration by the appropriate Government departments.

#### **Ways to cope with unemployment**

On the 8<sup>th</sup> of March 2012 the Cypriot Nobelist Dr. Christopher Pissarides, during a meeting with the Minister of Labour & Social Insurance, presented ways and means to cope with unemployment. Suggestions included temporarily extending the unemployment benefits, thus creating opportunities for part-time employment. Furthermore, with a temporary suspension of certain items agreed with Trade Unions, there will be a larger demand for jobs for young people.

The Cypriot Nobelist characterised the discussion as very satisfactory, saying that the labour market has naturally been affected by the world crisis and so there is no “miracle solution” to cope effectively with all the problems. He pointed out that various measures were discussed in order to assist the unemployed for a more dignified level of life and also ways to create more vacancies. Replying to a question on how is it possible to improve the level of life of a jobless person, the Cypriot Nobelist referred to the unemployment benefit and the suggestion – which he said received positive comments – to temporarily extend the benefit as it was done in other countries, saying that “it is not the jobless person’s fault

for remaining unemployed today, but the economy’s fault as a whole for not creating enough jobs”.

He also expressed the view that the cost for the temporary extension of allowances and benefits is not very high and as regards to the creation of new jobs, he said that although opportunities at the moment are limited, the system of part-time employment could be implemented.

Soteroulla Charalambous, the Minister of Labour and Social Insurance, presented from her side, the schemes which the Government implements for giving incentives to businesses for employing jobless people and for re-entry of the unemployed in the labour market. She said that Dr. Pissarides’ suggestions will be very carefully examined by the Ministry, noting that the existing system of labour relations in Cyprus and the environment in which we operate should be taken into consideration.

#### **Jobless rate at 9.6% with 38,000 unemployed**

According to an announcement by the Cyprus Statistical Service, the number of registered unemployed at the end of February 2012 reached 37,874 people. On the basis of adjusted data for seasonal fluctuations which shows the trends of unemployment, the number of registered unemployed people at the end of February 2012 increased to 37,827 compared to 32,247 in the previous month.

Compared to February 2011, unemployment increased by 8,068 persons or 27.1% which is mainly attributed to the construction sector (increase by 1,817 jobless), commerce and trade (increase of 1,782), service activities related to accommodation and catering (increase by 1,243), manufacturing (increase of 1,059), public administration (increase by 584) as well as to new entrants in the labour market which showed an increase of 100 jobless.

In another development, Eurostat announced that unemployment in January 2012 reached the rate of 9.6% from 6.3% in January 2011. The said percentage increase of unemployment was the second highest in EU, with Greece being in the first position. For people below the age of 25, unemployment has risen to 27%. The percentage of unemployed women in our country in January 2012 increased to 8.7% from 8.5% in the previous month. Increased unemployment was also observed among males which increased to 10.4% from 10.3% compared to December 2011.

*Contributed by Yota Tsiokri and Costas Papakyriacou*



## 4. HR On Screen



### Julie & Julia

The film **Julie & Julia** (2009) written and directed by Nora Ephron is the first major motion picture to be based on a blog. Starring Meryl Streep and Amy Adams, **Julie & Julia** is a combination of the true stories of two women who each successfully realised their dream. The first woman, Julia Child (portrayed by Meryl Streep) was an American living in Paris. Despite the ridicule of her peers in the '50s she became a world acclaimed chef at a mature age. She accomplished that by having a clear vision and persisting despite the negative reactions around her and the long time that the realisation of her vision took.

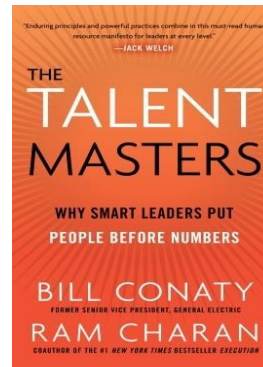
The second woman, Julie Powell (Amy Adams), was a disillusioned young writer in New York in the '00s with an unpleasant job who used to vent her frustrations on her blog. One day Julie decides to innovatively start something new and creative to change her life and push her career as a writer, by combining her passion for cooking with writing. Inspired by Julia Child, she aspired to cook all 524 recipes in her role model's cookbook "Mastering the Art of French cooking" in 365 days hoping that this challenge would make her a published author. She did this in her spare time and blogged about it on a daily basis. The Julie/Julia Project, as she called it, eventually became known to journalists and publishers who got interested in her work, leading to the subsequent publishing of her memoir of the whole experience.

But when Julie achieved fame she was saddened to find out that her role model, Julia, wasn't appreciative of her Julie/Julia Project blog when asked by a journalist to comment on it's success. Julie eventually came to realise that appreciating someone for their achievements is good but worshipping anyone as if they are perfect doesn't help.

The two women's stories, though set in different eras and in different contexts, have many similarities. Both women were innovators and entrepreneurs. Both of them had a clear vision, set goals to achieve their vision and they persisted in achieving their goals despite the obstacles. In addition, Julie had set herself a challenging deadline to her goals: to cook all 524 recipes in 365 days. Julie faced problems in achieving her challenge, her journey to meeting her goal was not an easy ride. It even rocked her marriage at some point. Just having a clear vision is not enough to succeed in business. Meeting your deadlines and persisting at the face of obstacles is necessary in (working) life to achieve your goals.

Contributed by Kiki Kalli

## 5. Book Review



Authors: Bill Conaty and Ram Charan

Publisher: Crown Business; 1 edition (November 9, 2010)

ISBN-10: 0307460266

In "The Talent Masters" Conaty and Charan examine:

➤ Rule-breaking HR practices at General Electric, the long being gold standard in developing world-class leaders. For the first time, Conaty, the former Senior Vice president for Human Resources at GE, and Charan, one of India's top human resources experts and advisers to many firms worldwide, reveal how GE carries out an instantaneous, same-day-succession when a key leader leaves. An event, that all too often causes chaos elsewhere, as recently seen at Hewlett Packard and the Tribune Company. In addition, the writers examine how the leaders of GE react when recognizably talented people stumble. A situation typically resolved elsewhere with a "You're Fired!" reaction. Conaty and Charan also detail how GE integrates an outsider into its hard-nosed, driven and close-knit culture.

➤ How Procter & Gamble, for decades, has been the forerunner for developing global leaders by expanding both their capability and capacity to embrace emerging market and consumer insights.

➤ Why Hindustan Unilever CEOs and other top managers travel more than five times per month to remote villages to spend hours coaching recent recruits.

➤ How, in a world ever more sophisticated, Agilent turns talented technologists into General Managers, versed in both the technical complexity of their specialties as well as a having deep understanding of how the business makes money.

➤ How Goodyear, a tired rust-belt company, LGE Electronics, an inwardly focused Korean firm, UniCredit, the Italian bank transforming itself into a pan-European institution, and private equity firms once viewed as "Barbarians at the Gate," rapidly reinvented themselves using the seven talent master principles of Conaty and Charan.

You'll never view human resources departments - at least the ones of successful companies - the way you did before if you read "The Talent Masters" and absorb the ideas of Conaty and Charan.

Contributed by Kyriacos Andreou



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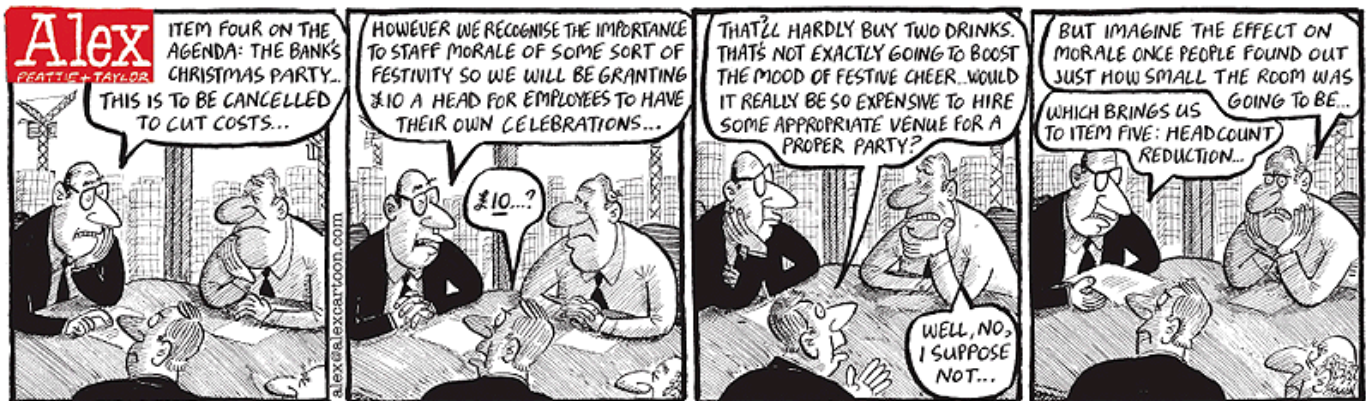
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## 6. Makes you think!



## 7. HR Forthcoming Events

### CYPRUS:

9<sup>th</sup> May 2012

CyHRMA Annual Conference  
Hilton Cyprus

### INTERNATIONAL:

15<sup>th</sup>-18<sup>th</sup> April 2012

41st IFTDO World Conference & Exhibitions  
Kuwait

Organised by the International Federation of Training and Development Organizations

25<sup>th</sup>-26<sup>th</sup> April 2012

HRD 2012  
Olympia London  
Organized by CIPD

## 8. Editorial Team

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