

NEWSLETTER

Issue 45 – March 2016



Interesting Quote

"You are never too old to set another goal or to dream a new dream"

– Clive Staples Lewis

Welcome Note from the Editor

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Dear Readers,

We are delighted to present to you our 45th publication edition of Human.Net!

The Bright Idea section refers to a set of tactics you can use to motivate yourself and others in any situation. In this edition, we have gathered information about the latest research of Eurofound which explores different aspects of job creation by small and medium-sized enterprises (SMEs). In this issue, you may also read and get informed on the latest unemployment as well as inflation rates and the latest amendment of the Protection of Maternity Law for multiple births. In HR on Screen column we present "The Intern", a film about a successful business woman who gets talked into hosting a "senior" program with interns over the age of 65. Ben Whittaker's (Robert De Niro) character gets assigned to work directly with the founder of an online shopping company, Jules Ostin (Anne Hathaway). The movie can be a guide for business and personal success focusing on the areas of personnel engagement, work-life balance, differences between generations. Finally, we highly recommend you to read the "How to Stop Worrying and Start Living" by Dale Carnegie, a book which aims to help readers find themselves, communicate effectively with people close to them and concentrate on what is really important in life.

On behalf of the Publications and Communication Committee, I hope you will enjoy reading this issue of Human.Net. Get ready for more positive changes because **"in order to succeed, we must first believe that we can"** (Nikos Kazantzakis).

Nastasia Michael

Bright Idea: Match your Motivational Tactic to the Situation

There is a set of guidelines for when and how to use different types of motivational tactics, so that you can better understand how to effectively motivate yourself and others:

Feedback: There are two primary forms of feedback: positive and negative. Positive feedback works best when recipients are disengaged and are questioning their commitment to a task. Negative feedback is ideal for people with expertise in a particular domain and who are already committed to achieving their goals, but just need a push to reach them.

Goal Setting: To increase performance, it is often useful to set challenging and proximal deadlines. People should set closer targets or sub-goals. Research also shows that focusing on the least amount of distance either from the start or from the end of your project is more motivating. Moreover, research has shown that it's more effective to tailor your approach based on one specific goal you're trying to reach than to apply a one-size-fits-all approach that could work for any goal.

Incentives: Incentives can be categorized into three types: immediate (vs. delayed), certain (vs. uncertain), and extrinsic (vs. intrinsic). Immediate incentives are psychologically more appealing than delayed incentives. To motivate people, use immediate incentives. People similarly prefer incentives of a certain value over those of an uncertain value. However, there are times when uncertain incentives can be more motivating. If they offer a higher potential value, for instance, people may be optimistic and more motivated to pursue them. Incentives can also be extrinsic (e.g., money, perks, etc.) or intrinsic (e.g., satisfying work). Tangible incentives should be emphasized in advance, while more intrinsic ones should be used to motivate employees already working toward something.

All of this behavioral research can provide guidance on how to better motivate yourself and others. Selecting the best motivational tool is not just an art, it's a science.

The Bright Idea was adopted from ["Match Your Motivational Tactic to the Situation"](#) by Juliana Schroeder and Ayelet Fishbach
Harvard Business Review

HR in Black & White

2016 Unemployment Rate

The unemployed persons, registered at the District Labour Offices on the last day of February 2016, reached 45.961 persons. In comparison with February 2015, a decrease of 4.279 persons or 8,5% was recorded. Accordingly, on the last day of January 2016, the number of unemployed persons reached 45.969. In comparison with January 2015, a decrease of 4.070 persons or 8,1% was recorded.

Source: [CYSTAT](#)

Inflation Rate

The lowest annual inflation rate has been registered in Cyprus (-2.2%) in February 2016, according to Eurostat, the statistical office of the European Union. In contrast the highest annual rates were recorded in Belgium (1.1%), Austria and Malta (both 1.0%). Last month, January 2016, Cyprus had the third lowest inflation rate among the EU28 -1.1 per cent, only above Poland and Romania, according to EU statistical office Eurostat.

Source: www.sigmalive.com

Additional Maternity Leave for multiple births

The latest amendment of the Protection of Maternity Law has extended the maternity leave period for women having more than one child at each birth (multiple birth) by 4 weeks for each additional child. For example, if a woman gives birth to twins, she has a right to 18 weeks of maternity leave, plus an additional 4 weeks for the second child, i.e. a total of 22 weeks. The Social Insurance Law has also been amended to extend the period maternity allowance is paid to the beneficiary for the additional maternity leave she is entitled to. Employees who had multiple births and were on maternity leave when the new amendments came into effect (December 2nd 2015), are entitled to extended maternity leave and allowance.

Contributed by Yota Tsiokri and Theodoros Giovanni

Makes you think!

Topic: **Work-Life Balance**



News from European Union

Exploring the Job Creation potential of SMEs

Small and medium-sized enterprises (SMEs) provide two-thirds of the employment in the EU and, with the right supports, could drastically create more. They are a diverse group, however, and not all are equally dynamic job creators. However SMEs are increasingly recognized as a job engine for Europe

New research from Eurofound has found that the SMEs that create jobs tend to be young businesses that are innovative and operate at international level, located in urban areas. They set out active strategies for growth and investment and perform well thanks to sufficient market demand for their products. They are run by skilled managers, who possess the competencies to realise company strategies. External factors are also important: to create jobs, SMEs need a favourable business environment, access to finance, effective public support structures, and the availability of workers with the right skills. This combination of factors underlying SME job creation potential leads the study to conclude that policy supporting SMEs to generate employment should aim towards offering comprehensive packages that address each of these diverse factors.

Refer to executive summary of the European Restructuring Monitor (ERM) Annual Report for 2015 which is available [here](#).

Contributed by Costas Papakyriacou

HR on Screen



The Intern

Release Date	September 25, 2015 (United States)
Genre	Comedy
Director	Nancy Meyers
Distributor	Warner Bros. Pictures

[Watch the Trailer](#)

Starting a new job can be a difficult challenge, especially if you are already retired. Looking to get back into the game, the 70-year-old widower Ben Whittaker (Robert De Niro) seizes the opportunity to become a senior intern at an online fashion retail startup company. Ben soon becomes popular with his younger coworkers, including Jules Ostin (Anne Hathaway), the boss and founder of the company.

The idea of a senior intern creates an ideal combination of the good old fashioned way of thinking to the modern one. Younger employees are more competitive and feel insecure as they haven't proved themselves yet, whereas the senior intern was displaying altruistic behaviors such as promoting other colleagues work, or reminding their positives to management. The movie carries an important message for HR people: it's time to bring in some older workers and pair them with younger team members; we may be surprised what we may learn from inter-generational coworkers seeking to collaborate on any level.

Keeping employees engaged and happy was a critical factor of the company's success. Someone in the company rang a bell to recognize when something good was happening to the company,

such as getting 2500 likes on an Instagram picture, or to recognize workers' achievements, no matter how small. For example, Ben got recognized for cleaning a perpetually messy communal desk. These micro-celebrations helped keep everyone aware of progress with real-time information and inspire them to do great things. Other examples of the good practices implemented are the co-workers' birthday celebrations and the employment of an in-house massage therapist where everyone could go to have their stress released.

"The Intern" becomes a movie about the professional married woman in the 21st century. Jules Ostin was a successful entrepreneur who was leading by example; she was setting the standards of the company by being a front liner when required to show her staff how to handle a dissatisfied customer, or by showing the packaging staff exactly how the products have to be folded. On the other hand, Jules was trying to balance running a company that has quickly grown to 220 people with her family life, which we found out was difficult for her. The key tension in the movie was whether Jules would hire a CEO to take control of her company in order to give her more time at home or whether she would stay in the top position herself.

Here comes the mentor-intern aspect of the movie. The intern was not just an ordinary intern; in fact he was a perfect mentor. His charm, wisdom and sense of humor help him develop a special bond and growing friendship with his boss Jules. He was there to offer support and at crucial points to remind her of her achievements, to help her discover who she really was and how she should pursue real fulfillment and happiness without making sacrifices she would probably regret sooner or later. At the end, Ben was the one who advised and convince Jules to not cave in and hire a CEO. "I never had anything like this in my life, this big, beautiful thing that you created", he told her.

Contributed by Elena Hanna

Book Review

HOW TO STOP
WORRYING
AND START
LIVING

DALE
CARNEGIE

How to Stop Worrying and Start Living

Author	Dale Carnegie
Publisher	www.bnpublishing.com
ISBN-13	978-1607964001
Number of Pages	314

When I came across this book, I thought: "Hmm, another book where a lot is written and little is possible. Oh, its 400 pages and I won't have time to read it!" However, looks are deceiving. As soon as I began to read, the book won my full attention and trust by the simplicity of expression, the immediacy of advice and the "methods" of combating anxiety that nests in our minds.

Dale Carnegie wrote this book in 1948 and when it was published, it became a best seller! When writing this book, he felt that worries and concerns of everyday life tied him down and affected his health. So he used the writing of the book as a way to find the cause of anxiety and change these little, everyday things that cause stress and burden. The book aims to help readers find themselves, communicate effectively with people close to them and concentrate on what is really important in life.

We should remember that our worry and anxiety can cause serious illnesses, so it is urgent to reduce and, if possible, get rid of them for forever. Carnegie provides prob-

lem analysis and problem solving methods. Following them, we can give immediate solutions and continue with the rest of our daily tasks. Concerns are inevitable but most things we worry about will never happen! So the first step is to recognize the concerns that really deserve our attention and certainly to stop worrying about things that occurred in the past! There is nothing we can do now, be concentrated in the present and the future. Moreover, a source of anxiety is criticism we receive (or we might receive) by other people, as well as malicious gossip. We must distinguish the feedback and comments which deserve our attention. What comments can help us improve and if criticism comes from envy. Criticism from those who envy us must be taken as compliments! If they are so upset, it means we are doing really well! In the field of Human Resource Management, every day we are confronted with several problems which appear the one after the other and demand we give immediate solutions that would satisfy all parties. Our job is demanding, there are concerns, pressure, deadlines and each day is largely unpredictable because we deal with human affairs. On the other hand, we cannot be efficient if we don't have peace, energy and enthusiasm, so we can think clearly and inspire others too. «How to Stop Worrying and Start Living» can help us improve in these aspects of our profession.

D. Carnegie promises that if you put into practice the methods he suggests, you can avoid fatigue, look younger, eliminate immediately half your professional concerns and reduce financial worries. So, if you want to see these promises come true, you should get started and -not just read- but also apply! After all "knowledge isn't a power until it is applied!"

Contributed by Natasa Ellina

Career Pathways of CyHRMA Members



Name	Panayiotis Thrasylvoulou
Previous Title & Workplace	HR & Quality Manager, Unicars Ltd and Tseriotis Group
New Title & Workplace	Managing Director, Onwork Strategy & HR Advisory Ltd

Biography Panayiotis Thrasylvoulou was born in Nicosia. He obtained his BSc in Business Management with Merit from Essex University, UK, and then moved on to acquire an MSc in International Employment Relations & Human Resources Management with Distinction from the London School of Economics & Political Science (LSE). At LSE he received the "Foundation of Automation and Human Development School Prize for the Best Overall Performance". He is currently a PhD candidate in Management at the University of Cyprus. Panayiotis started his career as a Human Resources Officer and later on as a Human Resources & Quality Manager at Cybarco Ltd and Lanitis Group for 5 years. During the last 5 years he was employed at Unicars Ltd and Tseriotis Group of Companies, where he led the Departments of Human Resources and Quality Management. His main responsibilities included performance management, change management, quality management and organizational development. Currently, Panayiotis operates as a freelance management and strategy consultant. During his career, Panayiotis has spent time with sales and technical teams in Cyprus, Moscow, St. Petersburg, Greece, and Doha. Panayiotis is currently the Managing Director of Onwork Strategy and HR Advisory Ltd, a company focusing on the provision of HR and strategic planning services.

Forthcoming Events

May 2016

CyHRMA Annual General Meeting

15/06/2016

[CyHRMA Annual Conference & Expo](#)

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