

## NEWSLETTER - ISSUE 48 - DECEMBER 2016

### Interesting Quote

We can make this a better, richer time if we are willing to value people over profits, are willing to stand up for others as much as we stand up for ourselves, and are willing to live with less so that others can have more. We don't need Santa. **We just need a little more "we" under the Christmas tree.**

- Susan Cramm

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### Welcome Note

So the Christmas Holidays are here once again and we present you with another issue of Human. Net. In this issue we start with an interesting quote referring to the meaning of life, how important it is to value people over profits, our willingness to stand up for others and the need for a little more "we" under the Christmas tree.

Moving on to the HR in Black and White column, OEB informs us about the dangers of cyber criminals (hackers) that businesses deal with. OEB urges the businesses to be very careful in storing and managing electronic data and suggests necessary measures.

We would like to introduce you to the new column "Did you know?", through of which you will be briefly informed on various current issues, changes on the Cyprus Legislation and much more.

Under our Bright Idea's cozy corner you may find a very interesting article on how to improve your relationship with your boss. So what do you do if you're not just getting along? Well the only way to find out is to read our Bright Idea!

Moreover, under our European Union news, you may find out about the gender employment gap, the characteristics and evolution of gender gaps in the labor market participation.

The movie "Pele: Birth of a Legend" is an inspiring movie with many insightful moments about the development of a charismatic child into one of the greatest football players of all times. Some lessons learned are that children are affected by their parents' attitude from childhood, and being determined in order to achieve our goals is something that will bring future success. Difficulties also shape our characters. We can see that throughout Pele's personal uncertainties and anxieties, the role of Pele's supportive father and mentor proves pivotal. He would say "you can't let the doubt get to you". We need courage, act as leaders and inspire others!

Additionally the book "Strategy That Works": How winning companies close the Strategy-To Execution gap", will guide you to combine strategy and execution successfully. Such brilliant examples are mentioned from several successful companies such as Lego, Starbucks, IKEA and more. The authors refer to the five acts of unconventional leadership, "a recipe", that demonstrates consistent results of efficiency and effectiveness in generating great revenue and transformation of companies bright future.

Hope you enjoy reading our Christmas issue of the Human. Net prepared by our team with lots of Christmas love!

Elena Christou Zeniou

## HR in Black & White

### OEB informs businesses about the dangers of cyber criminals (hackers)

On the occasion of recent press reports regarding attacks on software systems of Cypriot enterprises by "hackers", the Cyprus Employers and Industrialists Federation (OEB) would like to alert all businesses/organizations to avoid similar incidents in the future. According to valid information, attackers:

- have the ability to hide their traces,
- bypass high-quality protection mechanisms (firewall, antivirus, etc) in order to break into the businesses electronic networks,
- install viruses via the internet and thus gain full control on computers,
- detect and steal usernames and passwords from the server and therefore have the ability to "lock" the server that contains valuable data.

In cases where companies fail to find a way to escape from their trap, unscrupulous cyber criminals blackmail their victims asking them ransoms of thousands of Euros in order to unlock the data. The well prepared trap requires the payment of ransom in Bit coins (virtual currency that is not detected), and as hackers cannot be caught, they move on to their next victim.

**OEB urges the businesses to be very careful in the management and storage of electronic data and to take all necessary measures to avoid such incidents.** In particular, companies with large databases designed to support their daily operation, are advised to:

- immediately inform the Police (Cyber Crime Office) of any suspicious actions,
- consult experts in security issues,
- ensure that the server on which their data is retained is well shielded without any security vulnerabilities,
- ensure frequent and regular storage of sensitive data in backup systems,
- keep the backup systems safe and independently of all other systems thus making it easier to load and use them when necessary,
- be informed on developments in electronic data security and upgrade protection systems on a regular basis.

Source: Website of Cyprus Employers & Industrialists Federation (under news)

Contributed by Costas Papakyriacou & Irene Papadopoulos

**Did you know** that from May 2018 Cyprus will be harmonised with the new legal framework of the Protection of Personal Data, consequently the current local legislation will no longer be valid?

Source: Website of Office of the Commissioner for Personal Data Protection (under news)



## Bright Idea

### Improve Your Relationship with Your Boss

It goes without saying that your relationship with your boss is one of the most important you have at work. So what do you do if you're just not getting along? Here are some ways to improve your rapport.

- **Align on goals.** Talk to your manager and clarify what they expect of you. The onus is on you to establish a two-way conversation that aligns their priorities with your own. Signal to your boss that you're on board with their agenda.
- **Empathize.** If you think your manager's expectations are unrealistic, try to see things from their perspective. Understand their priorities and any pressures they may be under.
- **Focus on the positive.** Don't dwell on your boss's annoying habits. Change your mindset by trying to find the good in your boss – everyone has something worth respecting.
- **Connect.** Try to get to know your manager on a personal level by engaging them in conversation on topics beyond work. Figure out what they care about. Is it a sports team? Stamp collecting? A particular music group? Look for overlapping interests.

The Bright Idea was adopted from "[What to Do When You and Your Boss Aren't Getting Along](#)", Harvard Business Review



## News from European Union

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### The gender employment gap: Challenges and solutions

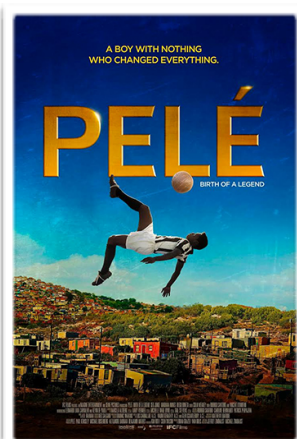
This report explores the main characteristics and the evolution of gender gaps in labour market participation, employment and economic status. It looks at the main determinants of female labour market participation, investigating the interplay with individual and household characteristics. It examines the economic loss to the EU of the gender gap in employment and undertakes a forecasting exercise to examine the medium- and long-term prospects for increasing female participation rates. The report also studies the social effects of women's participation in the labour market, as these effects go beyond the economic sphere and extend to women's well-being and to society as a whole. Finally, it provides an overview and assessment of the effectiveness of policy measures promoting the labour market participation of women in six Member States (Denmark, France, Germany, the Netherlands, Sweden and the United Kingdom), drawing attention to particularly successful and innovative cases.

Women's labour market participation in the European Union has increased over recent decades. In 2014, women comprised almost 46% of people active in the EU labour market. Nevertheless, women's participation rates are still systematically lower than those of men in almost all Member States.

[Full Report of The gender employment gap: Challenges and solutions, Eurofound](#)

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## HR on Screen



### Pelé: Birth of a Legend

Release Date: May 13, 2016

Genre: Biography, Drama, Sport

Directors: Jeff Zimbalist, Michael Zimbalist

Distributor: IFC Films

This is an inspiring and educating film, with many insightful moments about the development of a gifted child into one of the greatest football players of all time.

Born in 1940, Pele, at the age of 17, remains the youngest player ever to score in and win the World cup. He is actually the only player in history to win three World Cups. He was declared an official "National Treasure" and was named "Athlete of the Century" by the International Olympics Committee.

The film starts with the devastating to the Brazilian people reference to the loss of the 1950 World Cup that they hosted and began as favourites. A little boy at the time, we see Pele, watching his father hide his face in

despair and disappointment as the match ends, taking a quiet oath to bring the cup back to Brazil. It is enduring spirit and determination that will have to accompany him to his future success.

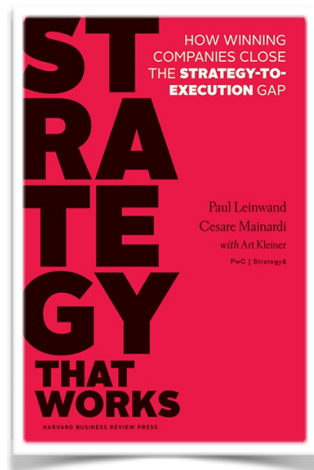
At the slums of Sao Paulo, Pele and his friends will have to 'create' a ball they can afford, out of adults socks filled with rags and crumbled newspaper, and play barefooted. They will in fact organise an amateurs football team they will name the "Shoeless Ones". It is suggested in the film, that in addition to Pele's natural talent, it was street football that developed his versatility. Pele's biographer even explained that playing on unpaved street took some skill just to keep balance on the surface and to control a "ball" that changed weight and shape every time it was kicked, or landed in a puddle. Difficulties shaped his character as well as his skills. Watching football become an extension of himself, by bringing some of himself to the sport and later profession, we also see Pele turning the sport into an art and making it his art. It seems inevitable to attain an originality and an advantage in what he does without passion. In the streets of Sao Paulo he forms his own ginga style - 'ginga' commonly referred to as the Portuguese word to define their brand of soccer - or 'beautiful game' as he is said to have coined the phrase. The hero's father, himself an old professional football player for some time, practices with him the ginga style - what his coach later disapproves of as allegedly 'street soccer'. Throughout his personal uncertainties and anxieties, the role of Pele's supportive father and mentor proves pivotal. He would say 'you can't let the doubt get to you', 'when I finally got my shot I was filled with doubt and it ended my career', 'you can show us what happens when you have the courage to show us who you truly are or you can get on that train and we will never know'.

Pele was recruited into the Santos Football Club in Sao Paulo, and worked his way up through the various junior teams, and finally to Brazil's national team. Acting as a leader and role model to his team for his competence, integrity and attainment, he inspires his team members to work in unity and respect to the competing team, in contrast to the racism and prejudice he endured as a child. He can appreciate the power of a team, because from his early years, this taught him friendship, loss, disappointment, triumph and a sense of belongingness he could always cherish. The film itself although not impressive, is a decent display of this legend's trail of professional accomplishment and personal self-attainment.

Contributed by Andria Antoniadou

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## Book Review



### Strategy That Works: How Winning Companies Close the Strategy-to-Execution Gap

Authors: Paul Leinwand & Cesare R. Mainardi

Publisher: Harvard Business Review Press

ISBN: 978-1625275202

Pages: 264

### **\*\*The book is available in our Library**

This excellent piece of work is a practical guide concerning all companies which provides scientific advice and solutions for long-term growth.

Through years of enduring studies, it is discovered that in many organizational settings, there is lack of a winning strategy, absence of a companies' system of distinctive capabilities, lost opportunities not been "exploited" in a positive way. These facts reflect the reality that the majority of enterprises come across and straggle with. That means there is no connectivity at all between what a firm aims to according to its

vision and where far to go. It is noted that some leaders focus mostly in forming a strategy whereas others do just the opposite by putting their energy to the part of execution. Only a small number of organisations combine strategy and execution successfully. Such brilliant examples to be mentioned are the 14 firms that participated in the research, the long-standing and renowned enterprises: Haier, Lego, Starbucks, Frito-lay, Qualcomm, Amazon, Apple, CEMEX, Danaher, IKEA, Natura, Inditex, JCI, and Pfizer.

The authors refer to the five acts of unconventional leadership, "a recipe", that demonstrates consistent results of efficiency and effectiveness in generating great revenue and transformation of company's bright future. The leaders' behaviors are cited below:

**Commit to identity:** Give answers to questions like: "Who you are?", "What do you do best?", "Who do you want to be?" Once you do that, you will have a clear view of where you stand. Focus on your strengths and take advantage of them for the enterprise's good.

**Translate the strategic into the everyday:** Design a "blueprint" (plan) consisting of your most distinctive capabilities: people (with their skills and knowledge), processes and technology. Mix them all together and put them into practice. This requires your commitment and your employees' engagement so as to become fruitful. Coherent companies, have the habit of communicating to their employees the reasons of the significance of capabilities and how their contribution in execution via their productivity creates value.

**Put your culture to work:** Use your culture in the favour of the company you represent and its human resources to reinforce your strategy. Keep in mind that culture along with your people (including their values, principles, beliefs) is your greatest asset. Let your human capital bring their own vividness and enthusiasm to the organization and make them feel the sense that they are a fundamental part of your company. This is how you gain their trust and how you develop an excellent strategically-oriented rapport with them.

**Cut costs to grow stronger:** Ensure your top team's aspect of company's focus on constant improvement to be displayed with skillfulness and proper attention happening repeatedly. Apply an effective process of planning and controlling the business budget. Begin a discussion and set strategic priorities by separating the costs that do not matter from the ones they do. For instance, do not consolidate the improvement of employees within a single budget line called training and development, which is attached to Human Resource Management function. Do not perceive it as a single cost centre because it will be harsh on you to differentiate it from the training that really matters to your capabilities and training that requires less concentration. A wise allocation of costs based on capabilities will clarify the kind of training that deserves your attention.

**Shape your future:** Recharge your capabilities system by being open to challenges and in readiness to distinguish the signs of external change that will bring internal change so as to further your identity. Learn how you, as a leader/top manager/executive and your personnel to become skilled in creating demand by taking your customers' "pulse" to create products and services to satisfy their needs. Become dominant in the category you are "playing" versus other companies and obtain a respected position of a super competitor. Attract, recruit and retain most skilled employees from the labour market and make the best use of their talents and interests. In many companies, improving employees' skills and proficiency turn to be the best investment along with the rest of your capabilities alignment and most of all they pay-off.

Contributed by Maria Christofi

## Career Pathways



**Name:** Nicos M. Stylianou

**Current Title & Workplace:** Head of the HR Department, Lois Builders

**New Appointment:** appointed by the Government to the Board of Directors of English School

**Biography:** Nicos M. Stylianou holds a BSc degree in Operations Management and an MSc degree in Management Science & Operational Research from the University of Warwick. He is currently the head of the Human Resources department with Lois Builders, a leading construction company operating in Cyprus and Saudi Arabia. He has been a motivational speaker and trainer for more than 10 years. He has trained more than 8,000 business professionals in a number of training programs from all around the world. He is also a lecturer at the University of Nicosia, since 1997, and apart from Human Resource Management topics, he delivers Operations Management and Project Management modules, at both under and post graduate levels. He also presents a number of modules at post graduate level, for the Mediterranean Institute of Management (MiM), since 2005. In 2014 he has been accredited as a Life & Executive Coach from the International Society of Life Coaches. He was a leading member of the Cypriot Government team, training and coaching the presidents of each committee concerning the Cyprus EU Presidency, which was proven to be a huge success. In July 2016, he was appointed by the Government to the Board of Directors of English School.

### FORTHCOMING EVENTS

26/01/2017 CyHRMA Annual Party

24/05/2017 CyHRMA Conference & Exhibition

June 2017 CyHRMA Annual General Meeting

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