



2022  
**ANNUAL CONFERENCE**  
29TH OF JUNE  
Shakolas Educational Centre Nicosia



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The CyHRMA Annual Conference 2022 is more than just a conference – a place for HR professionals to meet and discuss the latest trends across the world of work. It's more than just a learning environment for subject matter experts. It's more than just a place to experience great networking and social opportunities with likeminded peers. It's a place for all of this. It's a place for starting a dialogue that will encourage sharing and learning.

The Conference is held in collaboration with CRANET and the MSc HRM of the University of Cyprus and you will have the opportunity to attend for free the CRANET Cyprus Conference, on "Mapping the HR Landscape" which will take place on June 30, 2022, in the Anastasios Leventis Hall, Amphitheater B108, at 10:00 a.m.

The CyHRMA Annual Conference 2022 is proud to bring some of the finest subject matter experts and corporate practitioners. This year's event will feature HR experts speaking on a wide range of topics crucial to future people and business success.

Partners and speakers will share the latest insights on work and what will redefine the industry in the future.

We're always looking to make each CyHRMA Annual Conference a special and unique experience that adds value for all involved.

## Are you ready for the new HR era?

If we want to adapt and grow the profession to deal with an ever-changing world of work then we need to Learn, Network & Benchmark and by this "professionalise the profession".

## Understand how you can:

- Innovate the role of HR to deliver more significant business results
- Encourage learning and development
- Attract, develop and retain the right talent
- Benchmark your strategies alongside senior HR peers from across Europe

Join us and learn how to navigate the future of work and drive key business outcomes.

## TESTIMONIALS

“Great initiative!  
Keep it up!”

“Very good  
insightful  
speakers, my  
key take away is  
EMPOWERMENT”

“Great organisation!  
Well done!”

“Very well  
organised, great  
and informative  
speakers, good  
networking  
opportunities”





# WHAT TO EXPECT

## The speakers

We're bringing together the leading thinkers and doers in people management to help you stay abreast of current issues.

## The value

Check out our great package offers to get the most out of your conference experience – Register 3 people and get the 4th onward with 50% discount! Sign up today!

## The learning

Explore proven strategic approaches paired with actionable tactics you can implement as soon as you return to your organization.

## Travel & venue

The Shakolas Educational Centre is conveniently located, with easy access to the highway and central roads of Nicosia. The Shakolas Educational Centre is completely wheelchair accessible and is fully equipped to accommodate people with special access needs. If you are traveling via car, a large parking space outside the Centre provides easy access to the venue.

## The networking opportunities

Opportunities for you to connect with your peers and industry experts who can offer insight and fresh ideas around your current business challenges.

# SPONSORS



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# CONFERENCE PROGRAM

## ΠΡΟΓΡΑΜΜΑ ΣΥΝΕΔΡΙΟΥ

08:30   09:00	<b>Registration / Coffee</b> Εγγραφές / Καφές
09:00   09:15	<b>Opening Speeches / Χαιρετισμοί</b>  <b>Ms. Elena Stavrinou, President of Cyprus Human Resources Management Association (CyHRMA)</b> Κα Έλενα Σταυρινού, Πρόεδρος Κυπριακού Συνδέσμου Διεύθυνσης Ανθρώπινου Δυναμικού (Κυ.Συ.Δ.Α.Δ.)  <b>Mr. Alexandros Alexandrou, Director of Labour Department, Ministry of Labour and Social Insurance</b> κύριος Αλέξανδρος Αλεξάνδρου, Διευθυντής Τμήματος Εργασίας, Υπουργείο Εργασίας και Κοινωνικών Ασφαλίσεων  <b>Mr. Michalis Antoniou, Director General of Cyprus Employers &amp; Industrialists Federation (OEB)</b> κύριος Μιχάλης Αντωνίου, Γενικός Διευθυντής της Ομοσπονδίας Εργοδοτών και Βιομηχάνων Κύπρου (OEB)
09:15   10:00	<b>Speech / Παρουσίαση</b> <b>Revisiting Organization and Employment Models for the Millennial Workforce</b> <b>Professor Michael Morley</b> Professor of Management, Kemmy Business School, University of Limerick
10:00   10:45	<b>Panel discussion: Skills shortages and Recruitment challenges</b>
10:45   11:15	<b>Coffee Break / Διάλειμμα</b>
11:15   12:00	<b>Speech / Παρουσίαση</b> <b>Diversity and Inclusion: the link with sustainability and the expanding role of the HR Agenda</b> <b>Professor Nancy Papalexandris</b> MSc HRM Professor, Athens University of Economics and Business
12:00   12:30	<b>Speech / Παρουσίαση</b> <b>The Future of Work: Is well-being a retention strategy?</b> <b>Ms Rana Ghandour Salhab</b> ME People & Purpose Partner and Member of North South Europe P&P Executive, Deloitte
12:30   12:45	<b>Revive Session</b> <b>Getting to know your brain: Dealing with Stress</b> <b>Ms Myroulla Mallouppa</b> Founder of LMM (Life Makeover Method)/Anxiety & Mindset Business Coach/Mentor
12:45   13:45	<b>Keynote Speech / Κύρια Παρουσίαση (Virtual / Διαδικτυακά)</b> <b>How can HR find a better normal?</b> <b>Ms Lucy Adams</b> CEO, Disruptive HR
13:45   13:50	<b>Conference Closure / Κλείσιμο Συνεδρίου</b>
13:50	<b>Light Lunch / Ελαφρύ Γεύμα</b> <b>Networking / Δικτύωση</b>

Το Συνέδριο γίνεται σε συνεργασία με το CRANET και το MSc HRM του Πανεπιστημίου Κύπρου και θα έχετε την ευκαιρία να παρακολουθήσετε δωρεάν και το CRANET Cyprus Conference, με θέμα «Mapping the HR Landscape» που θα πραγματοποιηθεί στις 30 Ιουνίου 2022, στην αίθουσα Αναστάσιος Λεβέντης, Αμφιθέατρο B108, στις 10:00 π.μ.

The Conference is held in collaboration with CRANET and the MSc HRM of the University of Cyprus and you will have the opportunity to attend for free the CRANET Cyprus Conference, on "Mapping the HR Landscape" which will take place on June 30, 2022, in the Anastasios Leventis Hall, Amphitheater B108, at 10:00 a.m.



**Lucy Adams**  
CEO of  
Disruptive HR

## How can HR find a better normal

Lucy will talk about how HR can respond to the challenges of a disrupted world and build on the progress made during the pandemic.

- How to add value in new, more impactful ways
- How to change our approach to HR design and delivery
- How to build new capabilities and change mindsets

She provides anecdotes and stories from her own HR career, with fresh insights and practical tools to lead HR differently.

## Bio

Lucy Adams is the CEO of Disruptive HR, an agency that works with leaders and HR to help change people practices to make them relevant for a disrupted world.

Prior to Disruptive HR, Lucy was the HR Director for organisations such as the BBC and Serco Group plc.

She is the author of two best-selling books: HR Disrupted and The HR Change Toolkit.



**Michael Morley**

## Revisiting Organization and Employment Models for the Millennial Workforce

New approaches to organizing, in particular a rising projectification and a widespread increase in temporary organizations, coupled with far-reaching opportunities made possible with digitalization, are changing the nature of where, when and how we work. These developments, in combination, are provoking questions about our traditional dominant logic of organizing and managing. Accompanying these structural changes is an on-going discourse about workforce generational differences vested in perceived value, attitudinal and behavioral shifts. As the millennial workforce grows, so too does interest in, and demand for, new models of organization and employment. This presentation will explore some of the contours of these emerging organizational forms and the evidence on generational preferences around work and the work-life interface, along with some of their consequences for contemporary human resource management.

## Bio

Professor Michael Morley holds the Chair in Management at the Kemmy Business School, University of Limerick, Ireland. His research interests encompass international, comparative, and cross-cultural HRM, along with the evolving nature of the employment relationship and new forms of organizing, aspects of which he investigates at different levels and in a range of different contexts. He has published several books with, among others, Butterworth-Heinemann, Oxford University Press, Palgrave Macmillan, and Routledge. His journal articles have appeared in leading outlets in international business, management, organizational psychology and human resource management. He is the Editor-in-Chief of European Management Review, the journal of the European Academy of Management, and serves on the Editorial Boards of several other journals. He was elected as the 2007-2010 Chair of the Irish Academy of Management and the 2012-2014 President of the International Federation of Scholarly Associations of Management. He is a Fellow of the Irish Academy.





**Nancy  
Papalexandris**

**Diversity and Inclusion: the link with sustainability and the expanding role of the HR Agenda**

Ongoing globalization, demographic changes, migration and technological evolution has lead to an increasing diversity in the workplace. Diversity is defined as differences between people which can include dimensions of gender, ethnicity, race, religion, physical abilities, age and sexual orientation.

Diversity management is becoming one of the important tasks of HRM and it involves policies for the acceptance, recognition and utilization of human talent which can be found among people with diverse characteristics.

Diversity goes hand in hand with inclusion which refers to creating a work environment where all people are valued, given the opportunity to contribute and feel accepted.

One of the major Megatrends today is Sustainability which encompasses environmental, social and economic aspects. Companies strive to demonstrate their accomplishments in these fields. Keeping Diversity and Inclusion in the center of your company's policies and practices has been shown as highly beneficial for every aspect of Sustainability as the way you treat your people and their response to environmental, social and economic issues is a major indicator.

Through its Diversity and Inclusion initiatives HRM can play a vital role in improving sustainability which is at present becoming a strategic challenge both for smaller and larger companies.

**Bio**

Nancy is Professor Emeritus of Human Resource Management and Academic Advisor of the MSc Programme in Human Resource Management of the Athens University of Economics and Business. For the period 2001-2007 she has served as Vice-Rector for Academic Affairs and Personnel of her University and as representative of the Greek Rectors Conference at the European University Association for the period 2004-2007.

She has studied Business Administration and obtained her M.A. from New York University and her Ph.D. from the University of Bath in the U.K. She teaches Human Resource Management, Organisational Behaviour, Diversity and Inclusion, Business Ethics, Corporate Social Responsibility and Cross-cultural Management in Greece and in the University of Cyprus. She has also taught in various E.U. Universities and in post-training and management development seminars in Greece and abroad.

She has published several books, articles in various international journals and has organised a number of international conferences. She is secretary general and former president of the Association of Greek University Women and president of the Association of Professor Emeriti of her University.





**Rana  
Ghandour  
Salhab**

## **The Future of Work: Is well-being a retention strategy?**

Integration of well-being is becoming a key attraction and retention differentiator into the design of work at the individual, team, and organizational levels to build a sustainable future where workers can feel and perform at their best. Placing wellbeing at the top of the talent agenda will boost employer brand positioning, attract top notch talent, and retain employees.

In this session, we will examine why 46% of Gen Zs in the workforce across the world say they are stressed or anxious all or most of the time, and why women are more severely affected than men (53% vs 39%). As importantly, we will discuss why only half of Gen Zs and four in ten millennials believe employers are really focused on mental health. We will also note recent best practices that are helping companies foster an inclusive culture to gain a competitive edge, not only in their Future of Work ambition, but also in the "War for Talent" and "Great Resignation" era.

### **Bio**

With a career spanning over three decades, Rana Ghandour Salhab is a Senior Partner, member of the Executive Committee in the Middle East, and member of the North South Europe P&P Executive at Deloitte.

She leads the People and Purpose strategy across 16 countries and oversees the purpose, talent, diversity & inclusion, brand, and communications strategies and teams across the region. She leads societal and entrepreneurial initiatives that support youth skill-building, social enterprises, and education for marginalized communities.

Rana has lived and worked in 3 continents and assumed regional and global leadership roles in multinational firms. Before joining Deloitte, she was HR Director in the EMEA (Europe, Middle East, India & Africa) regional management team at Andersen based in Switzerland, and prior to that was Andersen's HR Director of the Growing Economies region.

Rana is an advocate of economic empowerment, political participation, and advancement of women to leadership roles. Among recognitions received, Rana was ranked in the top 5 "Global Champions of Women in Business" in both 2017 and 2018, by the UK's Financial Times (FT) and HERoes. In 2022, she was selected as a global influential leader by AACSB International.



**Ms Myroulla  
Mallouppa**

## **Getting to know your brain: Dealing with Stress**

We will be talking about what stress is, where does it come from, and impactful ways for coping with it. We will also talk about how the brain works and the ways you can train your brain to minimize the stress, tackle a bad situation and move on

### **Bio**

For the last 15 years Myroulla has been working as a Coach / Mentor operating her own business with clients from around the world, including Asia, USA & Europe. This has enabled her to embrace diversity and inclusion and has given her insight into communicating effectively, with people from different cultures .

She helps individuals and companies to:

- Recognise and understand their emotions and the emotions of people around them - the key to effective communication
- Control their behaviour and positively influence the behaviour of others - the key to leadership
- Build and thrive both in their personal and professional relationships - the key to happiness
- Have an impact on everything they do at work, at home, at play - the key to a fulfilling life
- Adopt and master a growth mindset that they need, to scale-up their business and their lives - the key to success & productivity

Myroulla is the Founder of LMM (Life Makeover Method), a solution-based method that has quickly gained recognition for its fast and long-lasting results. The LMM method works through the science of neuroplasticity, combining the most effective principles and methods for dealing with emotions. With LMM you can free yourself from anxiety and panic attacks in just a few weeks...not years of therapy.

Her professional qualifications include:

Accredited Anxiety-Mindset Coach & Mentor (EIA)  
Advanced Certification in Corporate Coaching (ACCC)  
Licensed Master Practitioner & Coach of Neuro-linguistic Programming (NLP)  
Certified Advanced Practitioner Emotion Coaching (Eutaptics-Faster EFT) & Hypnosis  
HDRA Certified Trainer



**Ross Pitman**  
Senior Business  
Manager

## Bio

Ross began his recruitment career back in 2003 in the UK managing a large city centre contract employment desk, before joining GRS, Cyprus' largest Recruitment Consultancy in 2016. Ross serves as a pivotal member of the Senior Management Team having joined as an Executive Recruitment Consultant and going on to be promoted to Senior Business Manager in record time. With a wide portfolio of clients across a diverse industry spectrum, Ross has supported his clients in identifying, interviewing and placing highly skilled professionals from entry to senior management level. Ross continues to act as a mentor and coach to the whole team offering his wealth of understanding and market knowledge to the next generation of GRS consultants. Ross solidifies GRS' presence as the market leading recruitment, HR and payroll consultancy group, with his passion for client relationship management, business development and participation in industry events. Since 2005 GRS have placed thousands of candidates to advance their careers and meet our client's strategic objectives. Our high quality service is consistently committed to excellence where confidentiality, for both client and candidate, are at the forefront of our priorities. In this highly competitive market where finding and retaining top talent can be incredibly challenging, it has never been more critical to engage the services of GRS.



**Christos  
Makedonas**

## About Christos Makedonas

Christos is the Digital Risk Partner at Grant Thornton and Co-founder and Director of Enactia, a Privacy and Cybersecurity GRC Software Development company. In his 17 years old career, Christos has been involved and led projects in multidiscipline areas, such as Data Privacy and Data Protection, Discovery & Digital Forensics, Ethical Hacking, Third-party Assurance, Internal and External IT Audit, Internal Control Design and Evaluation, Risk, Regulatory & Compliance, and Information Risk Management. Christos holds an MSc in Analysis, Design and Management of Information Systems (Focus in Information Security) from the London School of Economics and Political Sciences (LSE), a BSc in Computing Informatics from the University of Plymouth and a Banking Operations Diploma from the AIB. He is also a holder of multiple professional qualifications in the field of Information Systems Audit, Data Protection, Hacking and Forensics.



**Philokypros  
Roussounides**

#### **About Philokypros Roussounides**

Philokypros Roussounides was born in 1978 and holds an MBA International Business from London Southbank University in the United Kingdom. He has many years of experience in senior management positions in large companies such as DHI GLOBAL MEDICAL GROUP as COO, COBALT AIR as Senior Vice President, DUBAI ETA GROUP as General Manager, and CYPRUS AIRWAYS as General Manager Inflight Services.

He took over the duties of the Director General of the Cyprus Hotel Association since June 2020, while he is representing the Association to pertinent Bodies such as the Deputy Ministry of Tourism, Government Departments, the House of Representatives, as well as to Committees, Organizations and Associations in Cyprus and abroad related to the hotel industry and tourism.

He has many years of experience in issues related to the tourism industry and tourism policy, regional development and European matters. He has participated as a speaker and coordinator in various conferences/workshops and has written articles in the daily press on issues concerning the tourism and hotel industry.

He is a Member of the Advisory Board of the Italian-Cypriot Chamber of Commerce, with the aim of jointly developing initiatives and projects to promote the hospitality industry, as well as a Member of the Parallel Parliament for Entrepreneurship established by the House of Representatives.



**Monica  
Potsou**

#### **About Monica Potsou**

Monica has an extensive experience of over 15 years in HR and Operational roles in different industries, including an international experience of 7 years in an Oil & Gas Services Company headquartered in Norway. She is currently the Regional HR Manager of P&O Maritime Logistics Cyprus, an international company providing sea services at the Port of Limassol. Monica holds a Master's Degree in Human Resource Management from Middlesex University Business School London (UK) and a BA in Economics (Business Economics and Finance) from Athens University of Economics and Business (Greece). She is also a member of the Society for Human Resource Management (SHRM) and a graduate member of the Chartered Institute of Personnel and Development (CIPD London). In addition, Monica is sitting at the Board of WISTA Cyprus since 2018 holding the position of the Treasurer. She is an active member of different non-profit organisations including the Cyprus Human Resource Management Association (CyHRMA). Monica has executed several trainings on soft skills (i.e. Stress Management, Time Management, Interview Skills, CV writing, etc.). In addition, Monica is a Neuro Linguistic Programming Practitioner (NLP).



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