



COMING TOGETHER, KEEPING TOGETHER, WORKING TOGETHER

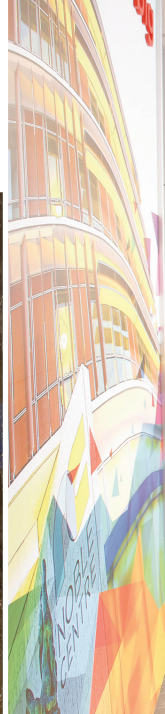
HOW IMPERIO ENCOURAGES ITS EMPLOYEES TO FOCUS ON SELF-DEVELOPMENT AND TEAMWORK By Andria Tolla



WE VALUE THE LOYALTY, RELIABILITY, HONESTY, RESPECT, SELF-DEVELOPMENT AND GROWTH OF OUR PEOPLE



Imperio Properties was founded in 2003 by the two brothers, Yiannis and Antonis Misirlis. Over the last few years, it has reset the coordinates of contemporary living in Limassol, Cyprus, by developing distinctive properties that offer an enhanced quality of life and superior design. Imperio has achieved an enviable portfolio of success stories and has become one of Cyprus' most reputable property development and management firms, specialising in the design, construction and marketing of contemporary residential and commercial developments. That is thanks to its "multicultural team of 23", says Natalie Demetriou, Marketing Manager at Imperio. "The driving force of Imperio's growth is the team we have formed over the years and so it goes without saying that we are constantly aiming for a high level of employee satisfaction" she adds. For Imperio it is critical to evaluate job satisfaction by encouraging employees to assessing both their own and the management's performance. Through this two-way appraisal system, they aim to help employees make a self-evaluation and set their own annual goals while, at the same time, providing feedback to the management for constant improvement. Annual target setting and performance reviews are also essential to creating a sense of purpose in the workplace while monthly staff meetings as well as weekly department meetings are also fundamental to ensure staff satisfaction and development. However, as Natalie Demetriou tells GOLD, "No matter how busy and demanding our work schedules can be, we always find time to implement team-building activities and add team weekend getaways to our agendas." In fact, Imperio's corporate culture is focused on inspiring and empowering its people to learn and accomplish their individual and team goals. The company is equally devoted to its clients and partners, thus it is vital for them to maintain a high level satisfaction for both. "We value the loyalty, reliability, honesty,



respect, self-development and growth of our people” notes the Marketing Manager, who explains that this philosophy has been passed on the employees. “We encourage them to learn from their mistakes, to keep challenging themselves and, most importantly, to focus on self-development and teamwork” she adds.

Staff loyalty and reliability is key at Imperio, hence the company seeks to offer rewarding benefits to its employees. These include health club membership discounts, reduced prices at various restaurants, mobile phone device and call coverage, car allowance as well as supermarket supplies offered at the workplace including coffees, fruits, snacks, etc. Also, Imperio’s employees are given access to training seminars encouraging self-growth and self-evolution and the company holds its own in-house workshops and seminars, bringing in inspirational speakers and trainers to boost the drive, passion and willpower of its employees. In addition, they are also given the opportunity to engage in the Corporate Social Responsibility events that it undertakes through the company’s charitable organisation, the Butterfly Foundation.

But what is it that makes Imperio stand out as an employer? According to Natalie Demetriou, it is the company’s commitment to its employees. “Our resources are the principal tool of Imperio’s growth and success. This is why we are committed to our employees in the same way, as they

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are loyal to us and we aim to consistently motivate and cultivate their aspirations and personal development. The employees are constantly proving their eagerness and thirst to make themselves better day by day”, explains Natalie Demetriou, affirming that Imperio’s employees’ relations with clients, partners, consultants and

management are solid, as mutual respect is strongly apparent at all levels.

“Coming together to know each other, keeping together in times of difficulty and working together for one goal is what has made the company successful and Imperio’s workplace a great place to learn and grow,” she says. 