This bachelor thesis deals with the internal communication and its use for opening a dialogue between a company and its employees. The practical part of the thesis contains a case study of the company DAUCZECH s.r.o. in the period 2016-2018. Firstly, the author seeks to answer questions of whether it is worth to invest time and resources in internal communication concerning small and medium-sized enterprises. Secondly, he asks whether well-established communication channels can solve intra-company communication problems. The thesis consists of two parts. The first section is devoted to the theory of internal communication, the term “urge to change”, and the issue of establishing a dialogue; the last subchapter deals with the definition of internal communication information channels. In the second section, the author applies the theoretical findings to the real company environment. Throughout this part, several kinds of research take place. The thesis presents the latest research findings in the field of internal communication. Thus it proves that the internal communication of the instrument that can, when properly used, can improve processes inside a company. Part of the thesis is also a proposition of a strategy for improvement of company communication for DAUCZECH s.r.o.