

Abstract

Internal communication is essential for every company. However it is not always perceived as such. Internal communication is a conveyor of information and company's values. It is based on corporate culture and it also influences in. It affects atmosphere and performance of the company, engagement and overall happiness of employees. It is also related to the rate of their fluctuation. Diversity, which is the key to the diversity of approaches and perspectives, is also comparatively important to the functioning of the company. Diversity brings more effective problem solving or team functioning. In this respect, companies should strive for gender equality in their working environment and take supportive initiatives to help women overcome barriers in the labor market. The Czech Republic is one of the worst-ranked countries in the European Union in terms of gender equality in the labor market. This diploma thesis deals with the interconnection of internal communication and topics related to promoting women in work and personal life. The aim of this thesis is to use qualitative research to find out how selected domestic companies work with these topics in internal communication.