

## **Abstract**

This thesis is focused on intracompany communication. I personally consider this topic as quite "up-to-date", especially in current information age, when there is an urgent need to set up right conditions for functional communication between workers and their superiors and workers themselves to achieve precise function of organization and optimal work performance of all employees. Quite a few contemporary authors of management and human resources focused books, discusses the topic of intracompany communication and in their publications, they point out its fundamental meaning in everyday life of an organization. Principal chapters about this topic can be found in almost any literature, which is concerned in management and human resources development in companies. All the authors agree that intracompany communication influences interpersonal relationships among both people working in organization and people outside, who participate in company image, performance and competitiveness. Insufficient communication (from any reason) dangerously disturbs social climate, leads to feelings of uncertainty and lowers work enthusiasm. Though continual emphasis on intracompany communication meaning, it is common to meet critical underestimation of importance and complexity of information sharing and receiving process in many companies, nowadays. As a result, these companies can meet many rising problems of different seriousness.

Thesis summarizes basic expert knowledge about intracompany communication and in its practical part, answers the question on which level is system of intracompany communication in chosen company - how it works, eventually the thesis discusses if there exist any possibilities to improve this system to optimal status. Aim is to provide management of the organization with topics and ideas for further development and improvement. For similar public facilities, which offer their services in the same region, this thesis can become inspiration or sort of a guide for building own system of intracompany communication. Every manager or management member of social or mediocal institution can use this thesis or conclusions achieved in it as an example of good practice and general guide for correct set up of functional internal communication.

For my thesis I have chosen company "Social Services Lanškroun - Retirement Home", which provides services in my hometown as a sole provider. It provides services for senior citizens and people with special needs. My choice has been influenced especially by the fact that within social services quality inspection has this organization recently achieved 144 points from 144 possible. Apart from seven similar facilities, which during their first audit, did not fulfill requirements of quality standards.

I was interested in functioning and construction of system of intracompany communication in so highly evaluated facility, which can be, according to excellent point performance, called an example of good practice. I have also passed an expert practice in management in "Social Services Lanškroun - Retirement Home", which was another reason for my choice.

Diagnostic process has shown that internal communication in this organization is on very high and functional level. This proposition results both from analysis of intracompany documentation and web pages of Retirement Home in Lanškroun and from discussion with its managing director and from questionnaire survey among employees. But because every organization is continually developing and because it is always necessary to strengthen its strong points and eliminate all the weak points, in final evaluation I propose to this organization some recommendations and topics for discussion, which can lead to further optimization of intracompany communication and even higher satisfaction of employees.