Abstract

This thesis aims to offer a comprehensive view of corporate communication while emphasizing its importance for everyday life of corporations and achievement of their strategic targets. The thesis introduces potential interpretations of corporate communication with the main focus on key moments of corporate communication as well as on consequences non-effective communication has on employee satisfaction and their life in the corporation.

In the thesis I opted for the method of compilation and comparison of professional literature along with expert interviews which reveal the quality of internal communication in two selected corporations and prove one-sided view of communication inside corporations.

The first part of the thesis provides a detailed look at characteristics of individual communication forms, knowledge of these characteristics being the cornerstone of further research in corporate communication. Besides, this part also describes the principles of active listening, a skill which is frequently omitted from the communication skill list.

The second part deals with potential interpretations and divisions of corporate communication in professional literature and offers a thorough account of internal communication and its individual aspects.

The following part looks at communication between managers and employees. This aspect of corporate communication is frequently neglected both in professional literature and in practice, despite the employees, their involvement and loyalty being the key factor for operability and success of corporations. Unsuitable internal communication strategies and insufficient communication skills of managers in particular have a very negative impact on employee satisfaction and consequently on their involvement, loyalty and performance.

The fourth part presents coaching as a potential tool for managerial work, its characteristics, contributions and possibilities of application.

The fifth chapter focuses on crisis communication. It provides its definition, characteristics and main principles. The main target of this chapter is to introduce internal crisis communication, which often tends to be neglected in favour of communication with the media.
and public. Further, this part focuses on crisis situations which are created by employees and which effective communication might prevent.

The last part offers conclusions and summaries of expert interviews and recommendations for improving communication in corporations. The interviews confirmed that corporations mostly view communication as a third party issue which helps build up brand image and company reputation. Less attention is paid to internal communication; communication between managers and employees is viewed as the least important, not forming an equivalent and significant part of corporate communication.

**Keywords**

Verbal communication, nonverbal communication, active listening, feedback, internal communication, motivation, change management, performance management, conflict, coaching, crisis communication