

Abstract

In today's rapidly growing business world where new start-ups aim to grow to become an international recognized business, internal communication has been growing steadily in importance. Engaging employees through internal communication has proven to be an effective way of developing workforce that is able to communicate with external partners and firms. Due to the increased need of engagement inside firms, leaders nowadays acquire different communication skills, methods and characteristics to successfully run a business. This paper analyzes how a leaders' communication can enhance a teams' performance and subsequently a team's entrepreneurial atmosphere. Another focus of this research is to evaluate the effect of communication on entrepreneurial firms (i.e., diversity, team building and global business). In order to explore these topics, interviews with CEO's throughout different kinds of industries in Austria are conducted. The interviews conducted demonstrate the views leaders have on communication. The research identifies the advantages as well as disadvantages of communication inside organizations. Furthermore, the study indicates that effective communication of leaders contributes to a well-functioning organization as well as creating a better work environment. It is yet to say that benefits outweigh the challenges, therefore, internal communication has positive effects on entrepreneurial teams.