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## Leading internal communications in digital environments

How do enterprises utilize digital tools and social media platforms to develop internal communication? What are the benefits of digitalization in internal communications and leadership?

Digitalization makes life easier by offering multiple communication channels. It also requires a modern mindset and knowledge about what are the possibilities that digitalization has to offer.

This blog post is based on a Master's thesis which focuses on [how the enterprises utilize digital tools and social media platforms to develop internal communications and leadership](#). The purpose of the thesis was to build understanding of digital tools and platforms and examine how they can be utilized in increasing sales. The thesis was completed as a part of [Robins research project](#).

### Digital Business Environment

[Digitalization is an enormous development for humankind. It has changed the structure of society and enabled the development of businesses. Through it, the normal rules of physical dimension like timing, access, or utilization of information are limitless.](#) The thesis indicates that digitalization is a common daily term in organizations. It is an axiom that all the newest technologies are available.

Nowadays, leadership is more demanding as information and communication are divided in multiple channels. [Moreover, strategy of intelligent management plays a key role in today's companies' success.](#) This thesis reveals that goals, strategies and values build a strong basis for success. As a result, it is important to create a clear strategy for reaching the goals and to build a healthy work community. The manager is responsible for creating a clear strategy.

The biggest change brought by digitalization is an increased work intensity. Data collection, communication and information sharing is easier and faster than ever. This, also, facilitates tracking results, decision making and employee guidance.

Based on El-Bash (2020), the average number of tools utilized daily for leadership and communication in an organization is 9,8 tools, from which most common are e-mail, Microsoft Teams, WhatsApp and LinkedIn.

### Leader, take the best out of digitalization

The thesis reveals that managers are responsible for informing and guiding the organization to carry business out according to the company's mission. [The managers' most important role is to create ideal conditions for their team to work. Internal communication and leadership are key success factors for enterprises. Interaction between all organizational levels unites the organization.](#)

The main benefits of utilizing digital tools and platforms daily are:

- increased interaction between the team
- efficient communication
- data-driven decisions
- improved personal guidance for individuals.

The tools enhance work intensity and simplify information sharing. Digital tools usage supports management by helping to increase team spirit in the organization by inserting multichannel communication but also help to carry out result-oriented management and leading based on data.

According to the thesis' findings, digital tools help managers to achieve goals and be better leaders. Simultaneously, they support employees' needs for guidance and wellbeing.

Managers are responsible for building a digital toolbox that serves the efficiency and easiness of work by the digital perspective of work. It is necessary to understand the purposes of each digital tool and put tools into practice by good orientation.

Internal communications and leadership rely on each other strongly. When the leaders communicates with employees clearly and reliably it increases their motivation.

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