

Letter of Recommendation

(Tips & Sample)

(This document is for viewing and understanding purpose only, please do not copy paste the material. The motive of this doc is to help you understand the process of LORs in order to apply at universities in Europe. Usually there are two kinds of LORs, however most of them follow the following sample. Please enjoy the read.

Do not forget to share your LOR doc with us for the review, We offer unlimited reviews)

TIPS FOR WRITING THE LOR (By the recommender and not the candidate)

Letter of Recommendation is quite similar and drastic in accordance with the SOP. LOR is thus a reflection of yours just like SOP however it is not written by you but your recommender. Here are the key points/questions your recommender needs to keep in mind before preparing a LOR

1. Duration for Recommender knows the candidate, Relationship with the candidate
2. Candidates role, work, designation in the organisation
3. Strengths/Weaknesses/Things to improve' of the candidate in Recommender's view

PEDAGOGY OF THE LOR

Recommender needs to establish a connect in the letter by following three basic things which are also the key components of the letter:

- RELATION
- EVALUATION
- RECOMMENDATION

Thus the letter has three major paragraphs covering the tips mentioned above

SAMPLE LOR

TO WHOMSOEVER IT MAY CONCERN

I write this recommendation letter for my colleague and team member XYZ.

I have known XYZ for 2 years as she joined our firm ABC limited in 2016 as a designer. Her KRA was laid down to her which included the major challenge of managing creative designs which is a huge cash cow for us as an organisation. **Her role is a steady position which needed her to be at her toes and upbeat in terms of the market.** I can vouch for the fact that she has done justice to our expectations from her. Since her commencement, our creatives team has grown bigger, the clientele has gone larger and we now have a larger market share.

Clients she has been working with our now retained clients for past 2 years and the feedback has also been excellent for her. **Important to note** that she was assigned an onshore opportunity last summer where she spent 6 weeks in Beijing with one of our clients.

She has been a direct reportee to me since her joining and that's why I would also like to highlight that she is a positive person with go getter attitude. She is a confident person and an excellent orator. I hope she can maintain these standards wherever she goes.

I reaffirm my faith in the candidate and strongly recommend it to your university. With the management skills at a school like yours, her career would grow tenfold. She will be a great alumna to your institution.

Regards,
ABCD
Head of Marketing
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