



Business course, level A2

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A letter of recommendation

Kada se radi o bilo kom poslu, obrazovanje i diploma su naravno na prvom mestu, ali mnogo toga zavisi i od iskustva pa je zbog toga bitna i preporuka. Ukoliko želiš da te neko preporuči, možeš koristiti neke od sledećih fraza:

- ***Could you put in a good word for me?***
- ***Could you let others know about this experience?***
- ***Please mention my name when you contact them.***

Takođe se može desiti da neko od tebe zatraži preporuku, pa onda ti možeš koristiti neku od ovih fraza:

- ***I highly recommend using this product / service.***
- ***This person is highly trained / very skilled / very professional.***
- ***We found the information presented very useful.***
- ***I only have positive things to say about this product / this person / this service.***
- ***I would be happy to give you their contact information.***

Svaka preporuka može se formalno napisati i u vidu pisma preporuke, zvaničnog dokumenta u kome se ističe da je neko odgovarajući kandidat za neki posao. Osoba koja piše treba da izrazi dobar poslovni odnos sa kandidatom i da posvedoči koje su njegove snage kao upošljenika. Potrebno je da se istakne ponašanje i radni odnos kandidata. To pismo preporuke treba da sadrži sledeće delove:

- Pozdrav ili uvod gde navodimo zašto pišemo:
To Whom It May Concern, (ukoliko ne znamo ime osobe kojoj pišemo)
It is my pleasure to strongly recommend Annie Rosebud for a position as a data analyst at Max International.
- Kratak uvod u kome kažeš ko si, u kakvom si odnosu sa kandidatom, navedeš lično iskustvo i ekspertizu:
I am Jack Silvestre, a regional manager at Ocean View Unlimited. I have 15 years of experience working as a statistician and client services specialist and have seen many young professionals come and go. Annie Rosebud is one individual I have worked with who uniquely stands out.
- Pregled snaga koje kandidat ima a video si ih radeći sa njim i kako se to uklapa u traženi profil:
During our time together, Annie displayed great talents in technical applications, such as ArcGIS, R coding, Python and several other data visualization tools. When we first met, I was immediately impressed with Annie and the technical skills she had on day one, but during the time we worked together, her understanding of data analysis and the tools of the trade grew far more than that of her peers.
- Lični dodir koji ističe neku crtu kandidata:



My first experience with Annie's adaptability came not long after she was hired. Last year, we had one client who sent data in Excel that needed extensive cleanup. At that time, Annie's experience with Excel was limited, but she worked extra hours to learn how to properly clean up data in Excel through the use of functions. Within a week, the client's data was properly formatted so that it could be effectively analyzed and visualized. Annie even handled the data visualization with skill and the client had nothing but praise for the end result.

- Završni deo koji sumira zašto je baš taj kandidat odgovarajući za to radno mesto:

I am absolutely confident that Annie would be a great fit for Max International. Not only will she bring the kind of skills and experiences you are looking for in an applicant, but she will also quickly become an asset and help Max International grow in any way she can.

- Potpis i lične podatke osobe koja piše preporuku:

If you need more information or specific examples, please do not hesitate to contact me at 321-123-4555 or by email at j.silvestre@ovunlimited.com. As a recommendation letter likely only provides a snapshot of her talents and achievements, I would be happy to further elaborate on my time working with her.

***Sincerely,
Jack Silvestre
Regional Manager
Ocean View Unlimited***

Jako je važno da pismo ima pozitivnu notu. Naglasi da ti veruješ da je osoba koju preporučuješ odličan kandidat. Koristi ton i format kao u standardnom poslovnom pismu koje smo radili u prošlom modulu. Budi zvaničan i učtiv. Fokusiraj se na najznačajnije kvalifikacije. Odaberi dva do tri postignuća koja su najrelevantnija za opis posla i daj primere koji ilustruju tvoju tvrdnju. Drži se instrukcija za slanje preporuke, a to treba kandidat da ti kaže.

Ne zaboravi da u skripti imaš blanko pismo preporuke.