

20 December 2017

To Whom It May Concern:

Clara Knoll was a student in my BUAD 302: Communication Strategy in Business course. She is an intelligent, hard-working young woman with the personal and academic aptitudes necessary for success in a demanding, fast-paced environment.

As my student, Clara demonstrated a sense of a responsibility and initiative as she engaged in class activities and completed all of the course assignments in a thorough and timely manner. Maintaining a positive attitude, she tackled challenges as both an individual and a team member.

For example, Clara produced a compelling research-based written business report with recommendations for building and maintaining effective cross-cultural business relationships. Further, for the final project, Clara worked with a team to develop a plan to improve upward and downward communication and team dynamics for a business client. Her oral delivery of the plan exemplified professionalism and competence in utilizing verbal, nonverbal, and visual communication strategies to frame a persuasive message for a skeptical audience. Clara's team members noted her leadership abilities and reported in an anonymous survey that she was "prepared," "on time," and "enthusiastic about getting the best work done."

In each of my interactions with Clara, she has displayed an eagerness to learn and a sincere interest in fostering business leadership, communication efficiency, and global engagement. She possesses critical thinking skills, and, based on her overall performance on my course assessments, Clara's strength is researching, analyzing, and organizing information and then communicating the information to various audiences to achieve a measurable objective.

Clara will be a valuable, contributing member of any organization. She is ready to handle responsibilities in a challenging environment, and I recommend her without any reservation.

Sincerely,



Lindsey M. Bier, Ph.D.
Assistant Professor of Business Communication
Email: LBier@usc.edu
Phone: 323/381.3654

