

LinkedIn Recommendation Toolkit

Curated Templates & High-Impact Endorsement Angles

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How to Use This Toolkit: Copy the Master Message Template below. Personalize line 2 with a brief shared memory, and select **2 (maximum 3)** bullet points from the categorized menu that align with that person's direct experience with you.

1. MASTER MESSAGE TEMPLATE (COPY & PASTE)

Hi [Name],

Hope you’re having a great week! [INSERT CUSTOM SENTENCE HERE, e.g., "I was just reflecting on our work together rolling out the XYZ initiative, which was truly one of the highlights of my time at HP."]

I’m taking some time to update my professional profile to better reflect my work in enterprise alliances, enablement, and emerging technology. If you’re open to it, I would be so grateful for a brief, 2-sentence recommendation on LinkedIn about our working relationship!

To make it effortless and save you time, here are a couple of thought-starters you can freely borrow, combine, or adapt in your own words:

- [Insert Option 1 from Menu Below]
- [Insert Option 2 from Menu Below]

Absolutely no pressure if company policies or a busy schedule don't allow, but I would truly appreciate your endorsement if you're comfortable!

Thank you so much for your time and support,

Tawny Anaya

2. CATEGORIZED BULLET MENU

Category A: Dynamic Presentation, Public Speaking & Training

Audience Members • Event Co-hosts • Sales Leaders

#1 Stage Presence & Engagement: "Tawny is an exceptional presenter both live on stage and virtually. She has a rare gift for commanding a room, breaking down intricate concepts, and keeping diverse audiences completely engaged from start to finish."

#2 Clarity & Poise Under Pressure: "Whether delivering high-stakes executive briefings or large-scale partner webinars, Tawny delivers with clarity, high energy, and poise that instantly build credibility."

#3 Inspirational Facilitation: "Tawny has a unique ability to facilitate large group sessions and turn dry, complex product data into an engaging, story-driven learning experience that motivates reps to take action."

Category B: Navigating Organizational Complexities & Revenue Growth

Former Managers • VPs • Commercial Directors

#4 Strategic Matrix Navigation: "What sets Tawny apart is her strategic acumen. She knows how to navigate large matrixed environments, build consensus across leadership, and translate high-level strategy into sustained revenue growth."

#5 Cutting Through Corporate Friction: "Tawny deeply understands enterprise organizational dynamics. She has an innate ability to cut through corporate red tape, align competing priorities, and orchestrate cross-functional teams to deliver bottom-line results."

#6 Commercial Execution & Scale: "Tawny combines big-picture strategic vision with disciplined commercial execution. Her leadership across complex revenue portfolios consistently drives market share growth and exceeds target objectives."

Category C: Interpersonal Skills, Partner Empathy & Meaningful Solutions

Distributors • Reseller Partners • Dealer Principals

#7 Trusted Advisor & Bridge Builder: "Working with Tawny is effortless. Her warmth, emotional intelligence, and consultative approach make her an immediate trusted advisor to C-suite partners and client teams alike."

#8 Deep Listening & Meaningful Value: "Tawny has outstanding interpersonal skills. She doesn't just sell; she listens deeply, understands the true business pain points of partners and customers, and crafts tailored solutions that deliver genuine, lasting value."

#9 Win-Win Strategic Alignment: "Tawny has a unique talent for uncovering what truly matters to partners. She aligns partner growth with vendor objectives to build profitable, enduring alliances based on mutual trust."

#10 Relentless Customer Advocacy: "In every customer engagement, Tawny demonstrates a relentless commitment to partner advocacy. She fights for the right outcome, resolves friction quickly, and ensures everyone crosses the finish line together."

Category D: Relentless Curiosity, Innovation & AI Workflow Modernization

Tech Leads • Innovation Peers • Modern GTM Leaders

#11 Relentless Curiosity & Lifelong Learning: "Tawny brings an infectious curiosity to every project. She is a lifelong learner who fearlessly explores emerging technologies—like AI and workflow automation—and translates them into practical, field-ready advantages."

#12 Creative Problem Solving: "When faced with a stalled process or business bottleneck, Tawny never settles for 'the way it's always been done.' Her creativity and modern thinking consistently unlock fresh revenue streams and operational breakthroughs."

#13 Work Smarter / Modern Field Experience: "Tawny is that rare leader who combines relentless curiosity with commercial rigor. Her drive to continuously master new tools—from generative AI to automated analytics—empowers those around her to work smarter and faster."

#14 Translating Emerging Tech into Business Value: "Tawny bridges the gap between emerging technology and real-world adoption. She doesn't just embrace new tools; she builds intuitive systems and enablement assets that allow entire teams to thrive in modern workflows."

Category E: Cross-Functional Collaboration & Team Culture

Lateral Peers • Marketing • Operations • Direct Collaborators

#15 Collaborative Catalyst: "Tawny is the ultimate team player. She elevates every room she walks into, infusing energy, collaborative spirit, and optimism into challenging cross-functional initiatives."

#16 Culture Builder & Mentor: "Beyond her impressive sales acumen, Tawny is a generous mentor and culture-builder. She genuinely cares about helping colleagues grow, push their boundaries, and achieve success with confidence."

#17 Integrity & Flawless Follow-Through: "Tawny's work ethic and integrity are second to none. When she commits to a deliverable or a partner initiative, you can be 100% confident it will be executed with excellence."

3. QUICK REFERENCE PAIRING MATRIX

IF YOU ARE CONTACTING A...	RECOMMENDED PAIR OF BULLETS
Former Executive / VP Manager	#4 (Strategic Matrix Navigation) + #6 (Commercial Execution & Scale)
Channel Partner / Distributor Lead	#7 (Trusted Advisor) + #9 (Win-Win Strategic Alignment)
Sales Peer / Cross-Functional Colleague	#11 (Relentless Curiosity & AI) + #15 (Collaborative Catalyst)
Leader Who Saw You Present / Train	#1 (Stage Presence & Engagement) + #2 (Clarity Under Pressure)
Innovation / Operations Collaborator	#12 (Creative Problem Solving) + #14 (Translating Tech into Value)