



Recruit Like  
**Willy Wonka**





Willy Wonka was  
the **best** recruiter of  
all time!

He scouted around the world to find the child best suited for the position of CEO of the Wonka Chocolate Factory.



**And find  
him he did!**





Mr. Wonka leads us through the  
**toughest** recruiting escapade of  
his life...



**hard work**

**dedication**

&

**thought**

went into finding Charlie.





Find the Most  
**PASSIONATE**





A kid had to want that golden ticket pretty bad to be the one to snag it, they had to be **passionate** about candy.





By creating **buzz** around the opportunity, Wonka found a way to generate **interest** while screening. He ended up with the children who **loved** candy the most.







**targeted job ads**

**thoughtful marketing &**

**good networking practices =**

**those golden tickets**

This is how we find the right people for  
the right position.





TREAT YOUR  
**CANDIDATES**  
WELL





Although Wonka was dealing with a pack of bratty rule breakers, he remained **calm** and **respectful**.

Not everyone is easy to work with, but the all too common, “Don’t call us, we’ll call you” attitude that recruiters can have does **NOT** help.





Candidate  
experience is  
**VITAL**

and Mr. Wonka  
knew that.



A woman with long blonde hair is shown from the chest up, holding a smartphone in her right hand and a clear plastic cup of iced coffee with a black straw in her left hand. She is wearing a patterned top. The background is blurred, showing what appears to be an outdoor setting with wooden slats.

**83%**

of candidates share their  
experience  
via social media

**&**  
only

**5%**

of candidates are  
rating their experience  
as excellent.



That comes out to a  
lot of **negative**  
chatter, and in turn  
a lot of **damaged**  
employer brands.





being timely with responses

treating candidates  
like individuals

bringing courtesy back  
into the process

will create a  
**POSITIVE**  
candidate  
experience








# BE THEIR TOUR GUIDE



Mr. Wonka led them  
through each process and  
thoroughly explained to  
them.







Although Wonka highlighted the **good aspects** of the factory, he didn't shield them from the **dangers** and **downfalls** of factory life.



It's **easy** to make a  
chocolate factory  
appealing to  
children.

It's **tougher** to sell  
them companies







Being  
transparent  
about the  
position and all  
that it entails  
does  
ultimately save  
everyone time.





showcasing  
the positives

+

disclosing  
the negatives

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all part of the tour





DON'T GET  
DISCOURAGED  
**NEGOTIATE**





He thought it was over.  
Mr Wonka was ready to throw in the towel...  
then he discovered that Charlie and his  
Grandpa had broken the rules.



After all of this searching  
he still hadn't found  
the right candidate.



But alas,  
Charlie pulled  
through as the  
perfect fit.



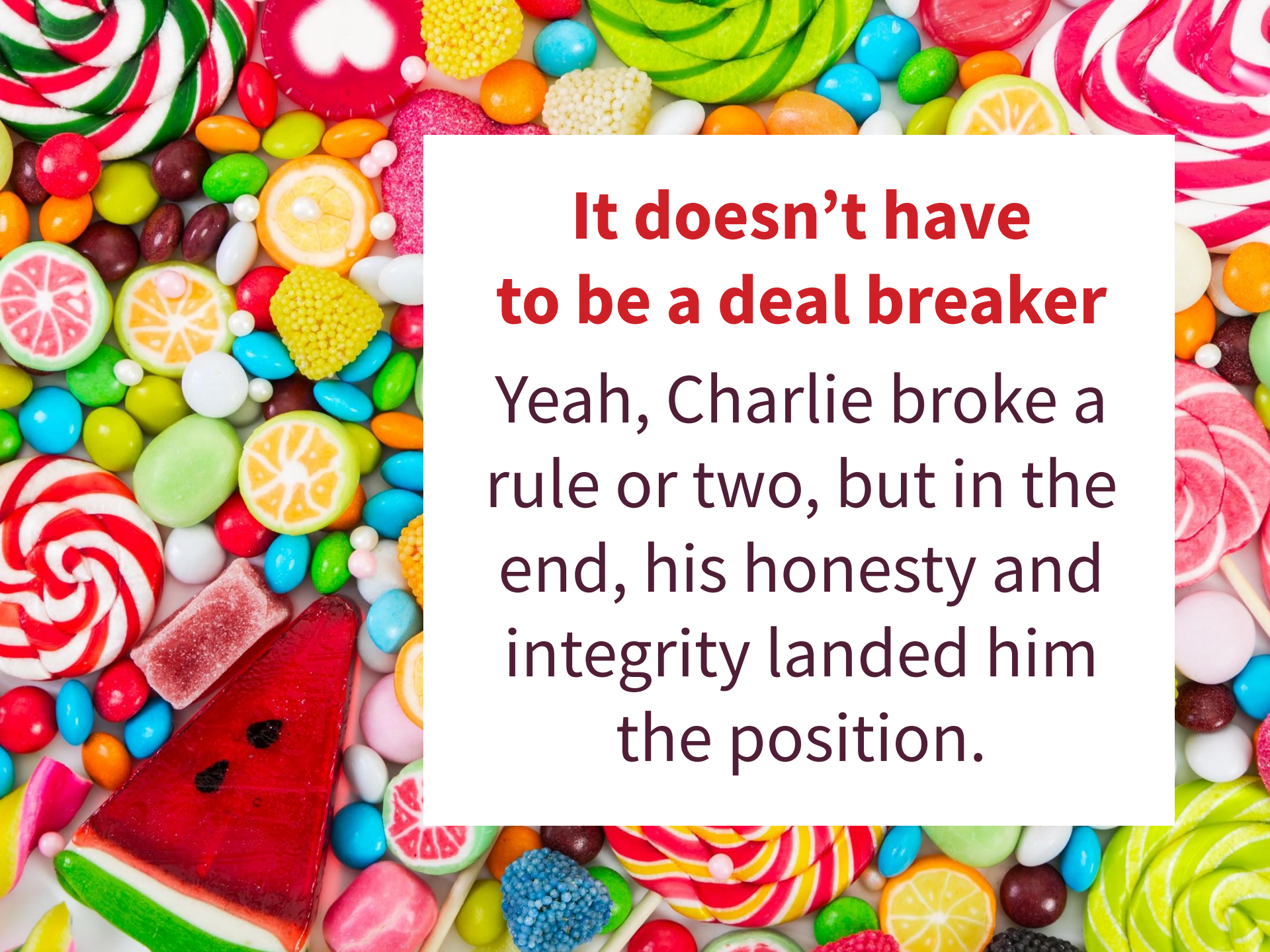


# **NEGOTIATIONS** + **COMMUNICATION**

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## **FINAL STEPS**





**It doesn't have  
to be a deal breaker**  
Yeah, Charlie broke a  
rule or two, but in the  
end, his honesty and  
integrity landed him  
the position.



# FOCUS

on succession planning  
instead of a high salary.







**Thank  
You**