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.
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.
will create a POSITIVE candidate experience

being timely with responses
treating candidates like individuals
bringing courtesy back into the process
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 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

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