

How to access global diversity talent with

DIRECT SOURCING

In this guide we will take you through the rewards of direct sourcing and explain how a direct sourcing platform will accelerate your hiring.



What is **Direct Sourcing**?

DIRECT SOURCING is a workforce acquisition strategy where an organization leverages its own brand and resources to attract and engage contingent workers, instead of relying solely on external staffing agencies. Through direct sourcing, companies can build private talent pools of pre-vetted candidates, including former employees, retirees, freelancers, or candidates who have expressed interest in working for the organization.





What is a Direct Sourcing Platform?

Direct sourcing platforms are an AI-powered digital enabler to bring MSP and RPO programs inhouse; a digital interface between your business and the talent it needs. They source the talent you need on demand by:

- ▶ Creating a curatable marketplace for talent
- ▶ Bringing agility to your workforce
- ▶ Offering an alternative, cost-effective approach to hiring
- ▶ Cutting out the staffing middlemen





The business case for Direct Sourcing

Ultimately, it comes down to filling vacancies faster, with better and more diverse talent, for less money, and having extra control over the process.

Talent acquisition is about acquiring the best talent, faster and, to perform this function, firms today rely on third-party vendors and job boards as their primary vehicles to identify and attract talent.

A growing shortage of talent requires organizations to embrace a wider diversity of talent. Broadening the diversity of your talent pool has advantages beyond filling vacancies—it also boosts productivity, problem solving and ideation, while contributing to a healthier workforce culture that appeals to candidates!

Use of direct sourcing platforms is growing exponentially principally because direct sourcing allows firms to bring previously outsourced talent functions inhouse while cutting agency fees and boosting opportunities to reach out to a wider—and more diverse pool of pre-vetted top talent to fill vacancies faster.



What you can do with a **Direct Sourcing** platform

Our solution bridges seamlessly between your existing VMS and your Applicant Tracking System (ATS) to negate the need to learn new tools ... unless you want to!

Requisitions are submitted through your existing system. We auto publish to your direct sourcing portal and across third party job boards, then collate results to post in your ATS!

- It **expedites hiring processes faster** by maintaining talent pools. It also utilizes engagement campaigns and chatbots to cut the time from job posting to candidate selection.
- It **harnesses the power of programmatic job advertising and AI matching**—focusing on both skills and cultural alignment—to expose top candidates that are an ideal fit for the organization's culture and long-term goals.
- It **reduces hiring costs** by removing intermediaries and automating various aspects of the recruitment process. It means organizations can reduce bill rates by as much as 20%.





Build a data bank of top talent

Build curated and vetted talent pools to form a reservoir of pre-screened/qualified candidates, thereby reducing candidate screening time.

- Create job boards to host a wide range of listings to make it easier for candidates to find your business.
- Focus down on specific industry needs or job types, allowing for precise searches.
- Publish and distribute your vacancies across major job platforms to make sure ads reach the places your candidates go looking for roles.
- Access a vast database of millions of candidates.
- Integrate with Applicant Tracking (ATS) and Vendor Management Systems (VMS) to boost productivity.
- Remove mundane re-keying and 'swivel chair' manual tasks.



Connect with top candidates

Run engaging marketing campaigns to attract and retain the interest of candidates, through a mix of online and offline channels.

- Conversational virtual assistants will engage candidates and answer queries throughout the hiring process.
- Candidate relationship management features build and maintain relationships with candidates; enhancing the candidate experience.
- Use gamification techniques—like challenges and quizzes—to engage and assess candidates in an entertaining and interactive way.
- Automate and personalize outreach processes to enhance candidate engagement and streamline communications.
- Run surveys to capture candidate feedback and insights to enhance recruitment processes.
- Use powerful data analytics to measure and improve the effectiveness of hiring programs.



De-risk your hiring

We apply pertinent labor laws, tax regulations, and employment standards automatically to avoid legal issues and penalties associated with misclassification or non-compliance with employment laws.

- Adhere to compliance standards to shield from costly legal battles, fines, and reputational damage.
- Install a strong foundation for a trustworthy and ethical hiring process and build trust with candidates, clients, and stakeholders.
- Showcase your organization as one that values ethical practices and employee well-being.
- Compliance safeguarding measures also extend to data protection and privacy regulations as direct sourcing requires the collection and management of candidate and employee data, making it imperative to safeguard this information in accordance with data privacy laws.
- Streamline documentation, record-keeping and reporting; adding further to overall process efficiency and transparency.





Positively promote your brand

Brand your white-label career portal to showcase workplace culture, DE&I, and ESG credentials.

Positively promote your brand to applicants, personalized for every candidate. With our direct sourcing portal, you can add your own logo, colors, fonts and apply design rules.



Workspend's direct sourcing platform, empowers seamless sourcing and engagement of both direct hires and contingent staff across your organization as well as cultivate a high-caliber private talent pool of candidates for open requisitions.

Workspend Direct is not just a program, **it's a game-changer for your workforce management strategy**. By embracing this innovative direct sourcing model, you can unlock significant cost savings, accelerate hiring processes and elevate the quality of its contingent workforce.

Ready to transform your talent acquisition process and achieve unparalleled efficiency?

- **Private Talent Pool:** Workspend Direct will build a pre-vetted private talent pipeline that the client will have access to, offering faster access to high-quality candidates.
- **Faster Time-to-Fill:** By tapping into a pre-built talent pool, organizations can quickly fill roles without delays typically associated with traditional staffing methods.
- **Reduced Hiring Costs:** Direct sourcing minimizes the fees typically charged by third-party recruiting firms.
- **Reduced Reliance on Staffing Firms:** Direct sourcing empowers organizations to take full control of their talent acquisition strategies, driving both efficiency and cost-effectiveness.
- **Greater Control Over the Quality of Talent:** Organizations have more influence in selecting candidates aligned with their culture and business objectives, ensuring higher quality hires.

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