How Direct Sourcing Technology Enables Organizations to Expand Their DE&I Strategies

As you can appreciate, technology exists to improve our lives; contributing to efficiencies, productivity and innovation. Now, consider technology in the context of DE&I. In this space, technology enables an organization to broaden its diversity strategies through scope and scale; along with creating an outreach avenue that extends to all categories of workers.

Today, there are many HR technology solutions available in the market. Some of those are purpose-built specifically for DE&I, while others have additional features and functionalities built-in to assist. What you may find is that many of the HR platforms lack inclusivity; insomuch they only consider the full-time employee hiring experience. Conversely, direct sourcing technology can be a valuable tool in expanding DE&I strategies for contingent workforce (CW) hiring.

Let's explore what direct sourcing is and what features should be evaluated when exploring the solutions available.

Direct Sourcing and Talent Pools

In short summary, direct sourcing refers to using the organizations' internal talent pool to fill company vacancies with temporary (contingent) employees. Your organization's talent community will typically consist of its former employees, alumni/retirees and general applicants from your applicant tracking system.

Undoubtedly, direct sourcing and talent pooling is trending as a frequently talked-about topic at any CW industry event. For good reason; more and more case studies are showcasing the high value of direct sourcing which includes cost reduction, faster time to fill, and higher quality candidates.

But how does direct sourcing technology enable an organization to expand its DE&I strategies?

Attracting Diverse Candidates.

- **Messaging.** A company's brand is a critical component of direct sourcing. There is no better way to attract diverse talent than by advertising to potential candidates on your organizational mission of Diversity, Equity, and Inclusion. Companies achieve this today by attracting full-time employee candidates. However, there is "typically" a lack of messaging directed towards the contingent worker candidate.

  Candidates today and those of future generations, emphasize the importance of a company's values when considering where to work. This consideration is true even for contingent workers. With a direct sourcing technology in place, the organization's value proposition; e.g. important messaging, can be used in its advertising of contingent role opportunities across the web, social media, and job boards. This in turn, attracts a more diverse candidate pipeline.

- **Job Boards.** There are countless job boards and services organizations focused on underrepresented communities. Direct sourcing technologies that integrate with these sites, to advertise job opportunities, will instantly grow a strong diverse talent pipeline. Simply stated, the direct sourcing platform creates another channel for visibility.

- **Referrals.** Referrals are the number one source of talent for full-time hiring. In the CW realm, the encouragement of referred contingent labor candidates has been used less frequently.

  A built-in referral engine is a feature within a direct sourcing solution that enables an organization to quickly build a strong talent pool. The referral engine coupled with Artificial Intelligence can automatically request referrals from employees and contractors; which can contribute to an uptick in candidate referrals and lead to a more diverse candidate pool.

Self-Identification

Attracting diverse candidates is key. Similarly, ensuring that your organization actually has a diverse talent pool is a primary pathway in developing a DE&I strategy. To that end, you must first provide candidates with a safe and non-intrusive way to self-identify when they apply or join your talent community. As candidates join the talent pool and create their profile, a diversity-focused direct sourcing platform can provide the ability for candidates to answer a set of questions which will ultimately provide data that can measure and monitor talent pool diversity. Of importance, it is paramount to note that self-identification data must be anonymized and encrypted to ensure it is not tied to any worker (or candidate) that provided their information.

Measure and Monitor

What's next? The direct sourcing technology will bring reporting and analytical efficiencies to your Contingent Workforce Program. With the data gathered you'll now have the capability to accurately analyze the information that candidates provided during the self-identification process. Diversity dashboards in the direct sourcing solution, can easily categorize diversity data, analyze the status of the pool diversity and be used to devise or adjust the aforementioned strategies, e.g. talent attraction tools; diversity sites, referrals, and messaging in job advertisements.

DE&I across the entire workforce, including contingent workers, is a commitment the organization must make at every level. Leveraging technology like direct sourcing platforms does make it easier to follow through on those commitments. If this looks daunting it doesn't have to be, there are a number of services organizations providing managed direct sourcing that will partner with you to put your diversity strategies into action and leverage the direct sourcing technology to reach your goals.