



 Post-event insights

What's new in direct sourcing



Introduction

Direct sourcing is revolutionising the way businesses attract, engage, and manage contingent talent. With rising costs, increased compliance demands, and ongoing talent shortages, organisations are looking for smarter, more efficient ways to build their workforce.

In this webinar, Connor Heaney (CXC) and Saleem Khaja (WorkLLama) discussed the latest trends in direct sourcing, how AI-powered talent pools are reshaping recruitment, and what businesses can do to ensure they are future-proofing their contingent workforce strategies. If you missed the session or just want a recap, here's a summary of the most important insights and key takeaways.



The changing landscape of direct sourcing

* What's driving adoption?

The workforce landscape is evolving rapidly. Companies today are dealing with a perfect storm of challenges, including:

Talent shortages

Finding skilled contingent workers is becoming harder in competitive markets.

Regulatory complexities

Labour laws and compliance requirements vary widely across different regions.

Rising costs

Traditional staffing models often involve markup fees and limited cost transparency.

As a result, more businesses are shifting towards direct sourcing, allowing them to reduce reliance on third-party staffing suppliers, build stronger talent communities, and gain greater control over their workforce.

* Key insight

Businesses that proactively invest in talent-first strategies and leverage direct sourcing models will stay ahead in an increasingly complex and competitive labour market.

The role of technology in direct sourcing

* Why is technology critical?

Technology is now at the core of successful direct sourcing initiatives, helping businesses streamline their recruitment and workforce management processes. Key technological advancements include:

AI-powered talent pools

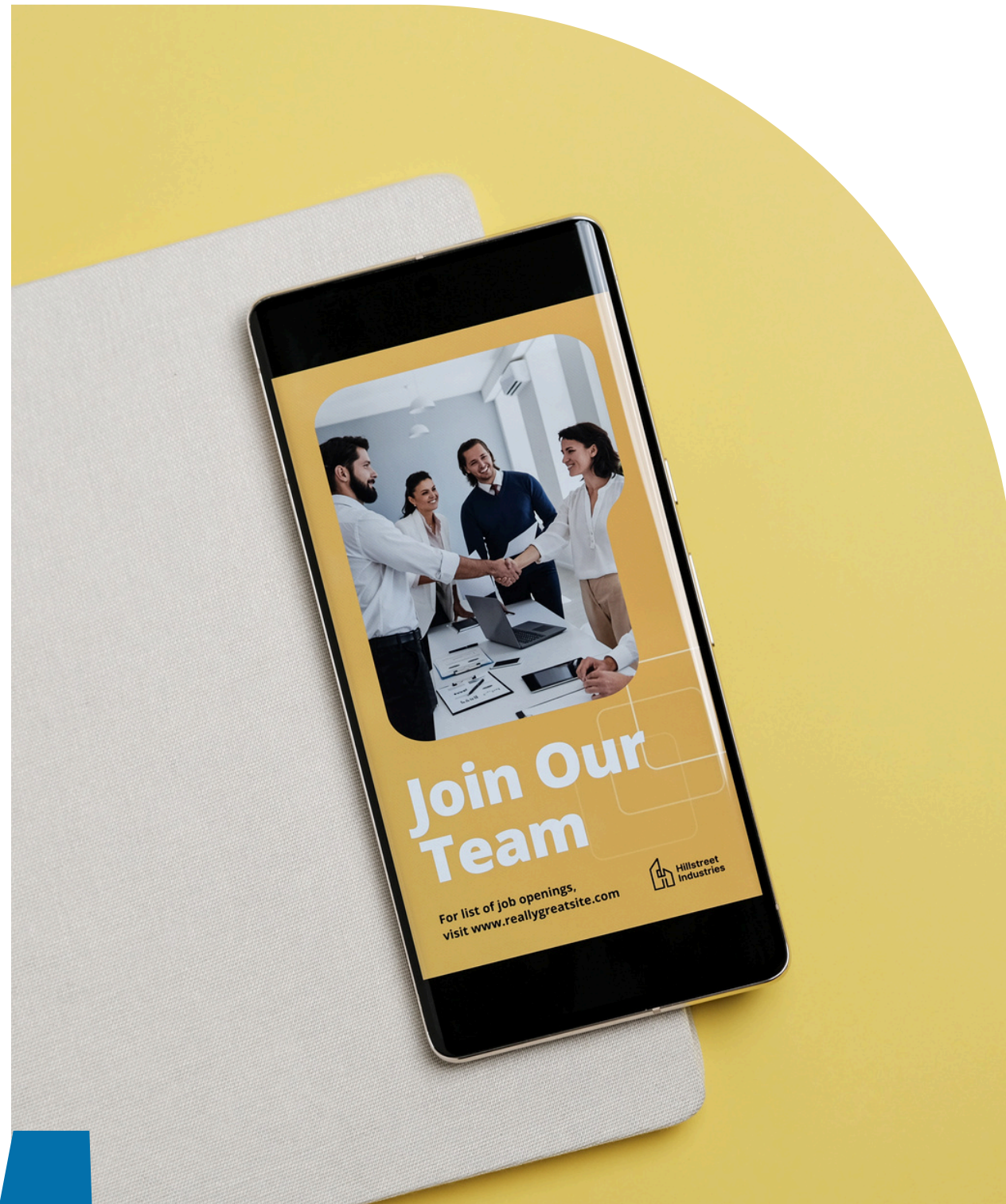
Intelligent platforms can quickly match skilled workers with job opportunities, improving efficiency and reducing time-to-hire.

Data-driven decision-making

Advanced analytics allow companies to track hiring trends, identify skill gaps, and optimise recruitment strategies in real-time.

Automation in recruitment

From AI chatbots handling candidate queries to digital onboarding, automation helps businesses engage workers at scale.



By leveraging HR tech, automation, and AI, organisations can:

 Enhance the candidate experience

 Improve speed-to-hire

 Reduce operational inefficiencies

Key insight

The integration of AI, automation, and data analytics is no longer a luxury —it's a necessity for organisations looking to gain a competitive edge in talent acquisition.



Best practices for implementing direct sourcing

* What challenges do organisations face?

While the benefits of direct sourcing are clear, companies often encounter hurdles when implementing these strategies. The most common challenges include:

Lack of internal expertise

Many HR and procurement teams are unfamiliar with the direct sourcing model.

Compliance risks

Organisations operating in multiple countries must navigate complex labour laws and worker classification regulations.

Resistance to change

Shifting from traditional staffing suppliers to an in-house direct sourcing approach often requires internal buy-in from key stakeholders.



How to overcome them:

✓ Define clear objectives

Direct sourcing should align with broader business and talent acquisition goals.

✓ Leverage technology

AI-driven platforms can help streamline sourcing, engagement, and workforce management.

✓ Ensure compliance

Partner with workforce experts to mitigate risks related to worker classification and local labour laws.

✓ Educate internal stakeholders

Demonstrate the cost savings and efficiency gains of direct sourcing to get leadership and hiring managers on board.

* Key insight

Companies that focus on aligning technology, compliance, and stakeholder engagement will set themselves up for direct sourcing success.



Future-proofing your direct sourcing strategy

* How can businesses prepare for what's next?

As the contingent workforce landscape continues to evolve, businesses must adapt and innovate to stay competitive. The future of direct sourcing will be shaped by:

Employer branding

Organisations that build a strong employer brand will attract top-tier contingent talent and create long-term engagement.

Agile workforce models

The best workforce strategies will incorporate a mix of full-time employees, gig workers, freelancers, and contractors to maximise efficiency.

Scalability

Workforce strategies must be flexible and scalable to keep up with growth and shifting market conditions.

Lack of internal expertise

Many HR and procurement teams are unfamiliar with the direct sourcing model.

* Key insight

A flexible, tech-enabled approach to direct sourcing will be essential for organisations looking to scale, adapt, and remain competitive in an unpredictable talent market.

What's next?

Direct sourcing is no longer just an emerging trend—it's a critical strategy for organisations looking to take control of their contingent workforce. Companies that invest in AI-driven recruitment, automation, and direct talent pools will be best positioned to navigate talent shortages, reduce costs, and stay compliant in an evolving labour market.

* Want to take the next step?

Explore how [CXC](#) and [WorkLLama](#) can help your organisation implement a future-proof direct sourcing strategy.

For a recording of the webinar, click [HERE](#).

Ready to transform your talent acquisition strategy? Let's make it happen.



