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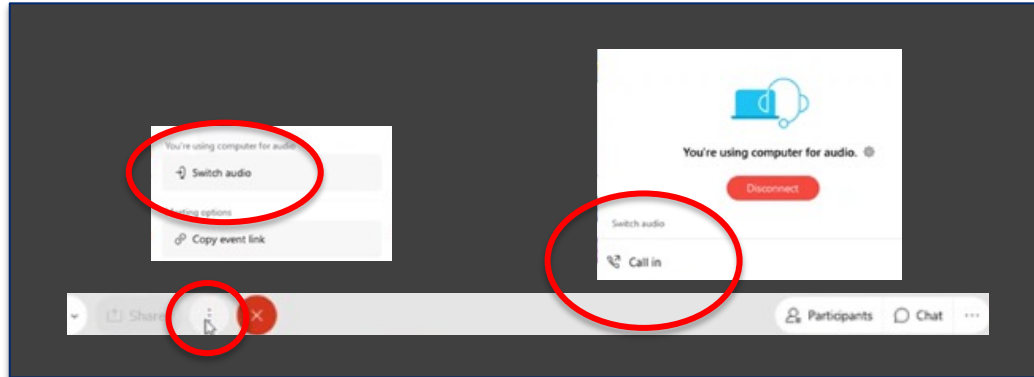
# Harnessing the Power of Automation-Driven Direct Sourcing

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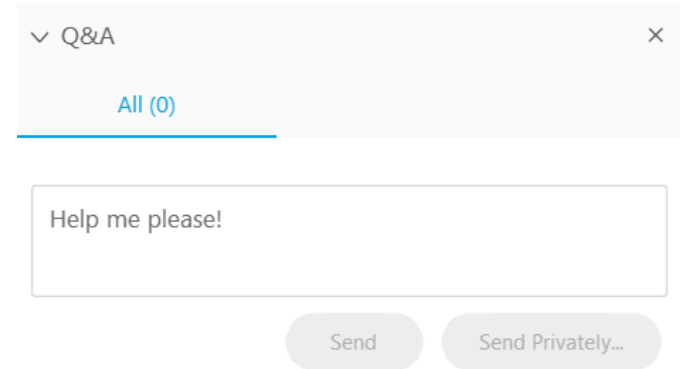
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Q&A

All (0)

Help me please!

Send Send Privately...

# Staffing Industry Analysts Product Overview



	Products & Services for <b>Suppliers</b>	Products & Services for <b>Buyers</b>
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# CWS Council (partial list)



# Our speakers today:



**Amy Geiger**  
*Director,*  
*FLEX Talent Solutions*  
Marriott International



**Joss O'Brart**  
*Vice President Sales, Europe*  
WorkLLama



**Kevin Leete**  
*Senior Director, Sales*  
WorkLLama



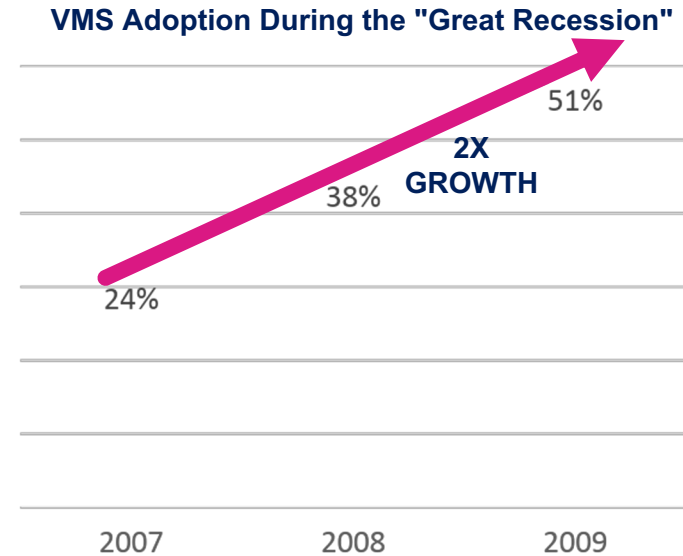
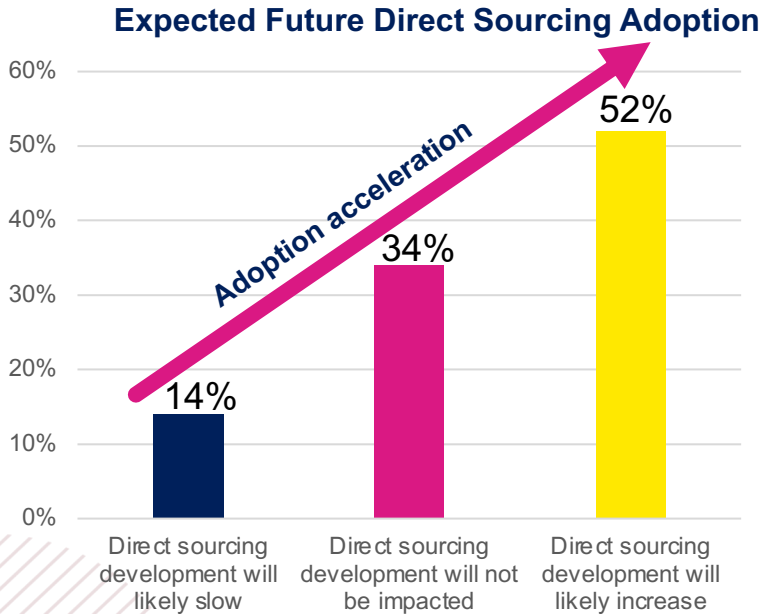
**Moderator:**  
**John Schroeder**  
*Managing Director,*  
*Custom Research, SIA*

# Agenda

- Market Overview
  - Research
  - Global Implications
- The Marriott International Story
- Automation Holds the Key to Direct Sourcing 3.0
- Conclusion
- Q&A

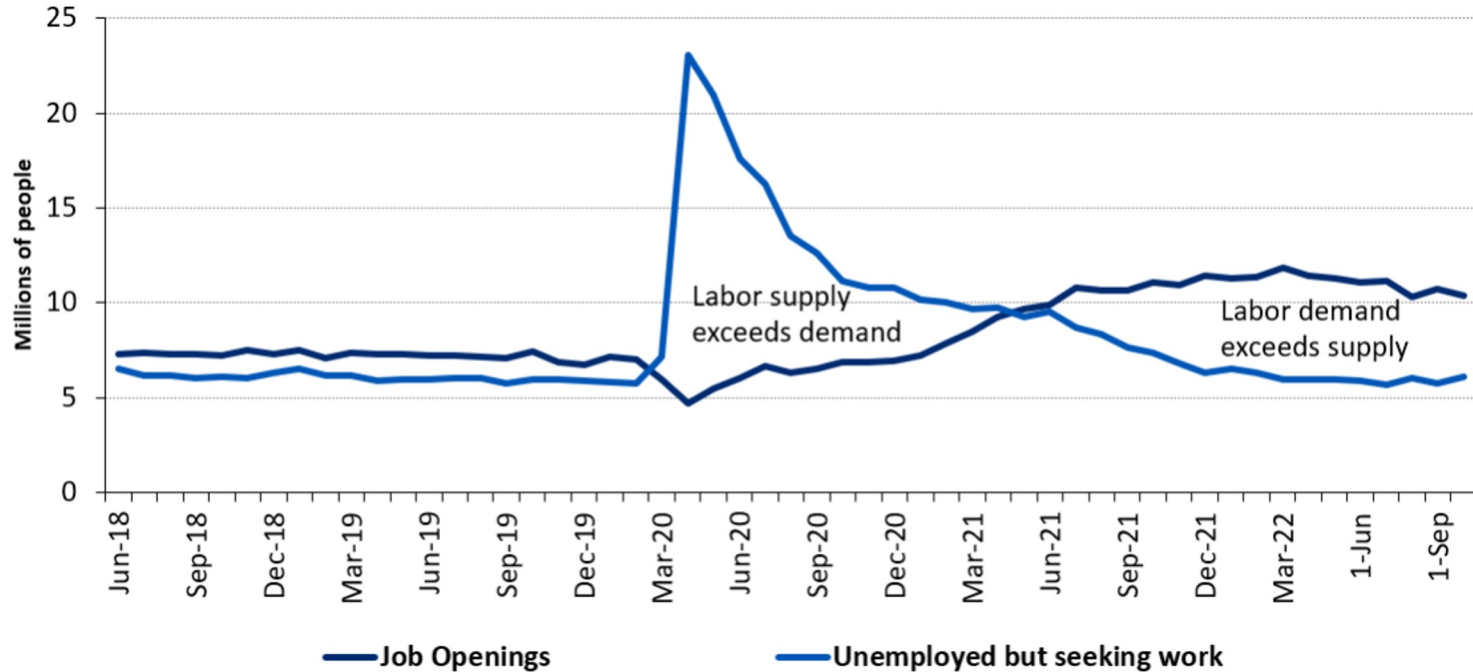


# Direct sourcing adoption expected to accelerate in 2023





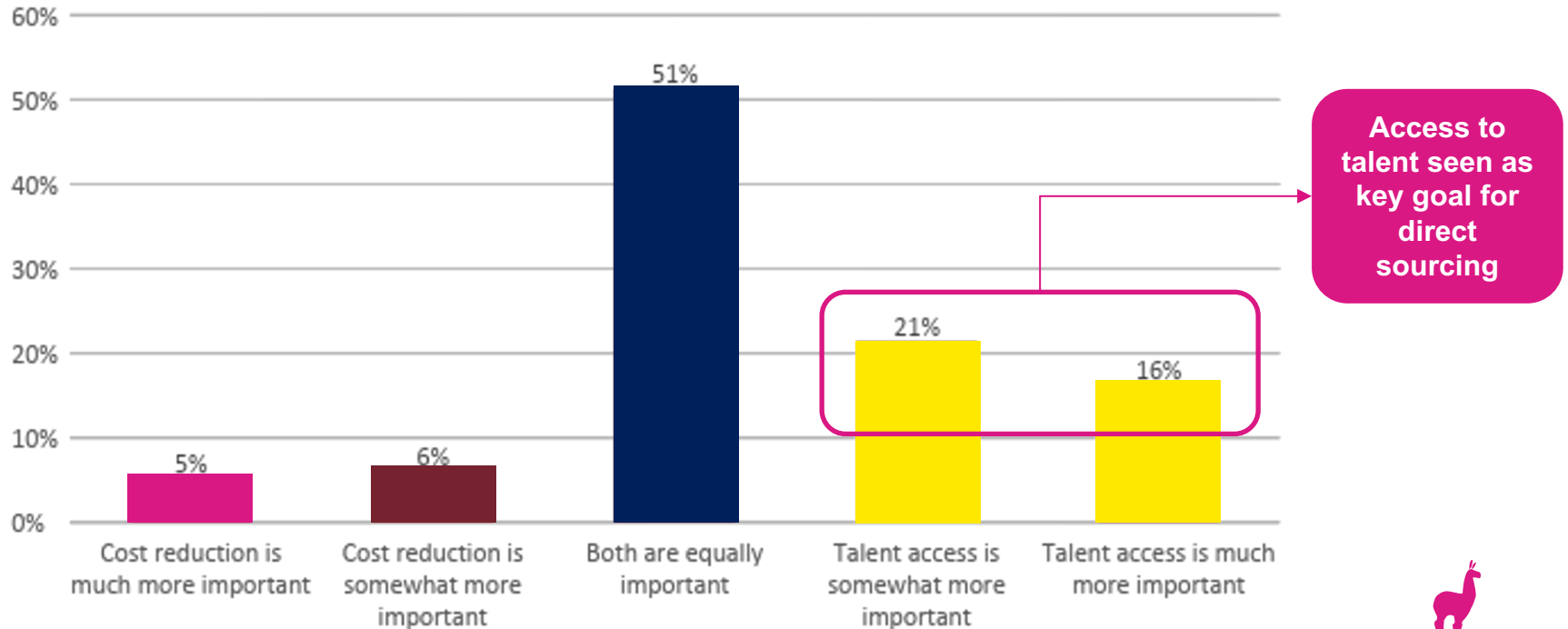
# Direct sourcing acceleration can be linked to the labor supply shortage



Source: Bureau of Labor Statistics Job Openings and Labor Turnover Survey (JOLTS) report



# Access Drives Adoption More Than Cost Reduction

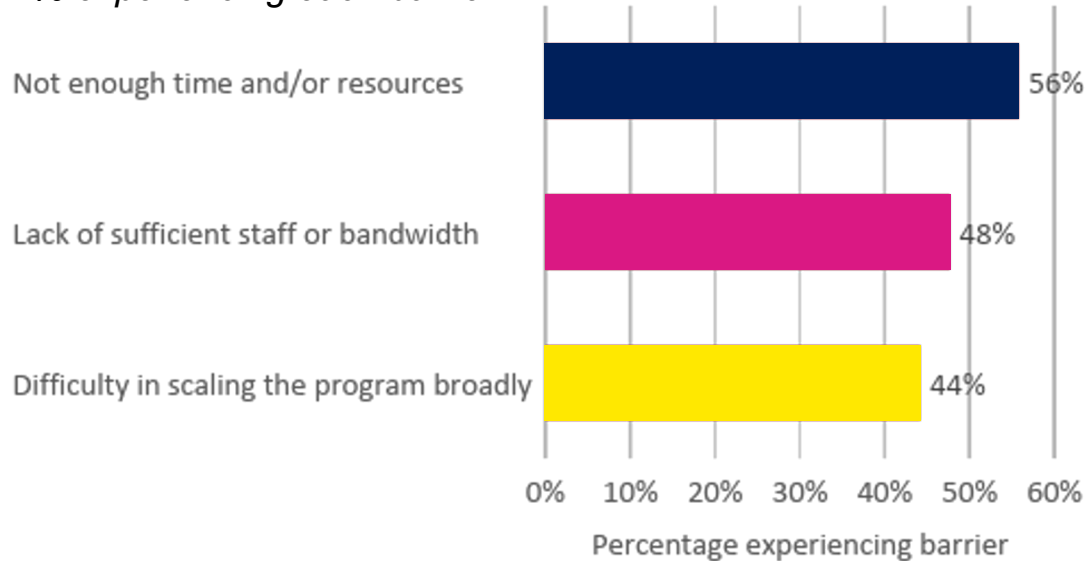


Source: Staffing Industry Analysts



# Top Direct Sourcing Barriers

Top barriers to direct sourcing  
*% experiencing each barrier*



Automation,  
effectively  
applied, can  
lower these  
barriers



## What does direct sourcing provide?

- Scalability
- Creating talent communities
- On-demand shift management
- Risk of not filling roles/covering shifts



# The Marriott Story

INTERNATIONAL

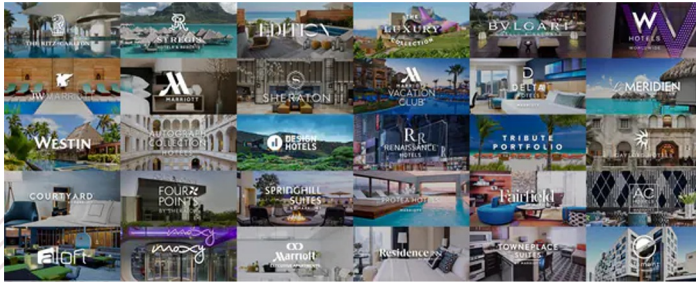
## Self-Sourced Talent

Above Market  
(Corporate/HQ)

## Externally Sourced Talent

Other  
Corporate

## Property-Sourced Talent



## Future State

## Professional Direct Sourcing

Above Market  
(Corporate/HQ)

Other  
Corporate

## On-Demand Shift Scheduling

Market  
(Properties)

# Automation, the Great Enabler

- Improves candidate access
- Personalized candidate engagement
- Provides scalability quickly
- Creates engaged talent communities

## Direct Sourcing 3.0

- Market readiness
- Impacts to total talent approach



# What the Industry is Saying



“With scaling a major barrier for today’s direct sourcing Leaders, automation holds the promise of further unlocking the potential of direct sourcing. And in many cases, we have only to look at approaches already in use for permanent positions, such as automated sorting of candidates.”



“The key is to help recruiters figure out who are the best candidates. You do that already for talent acquisition for permanent positions. Why not copy and paste that for direct sourcing?”



“The automation helps to push demand out to market. But technology alone will not make things happen. You’re trying to keep a regular engagement with candidates.”

# Key Takeaways

- Direct Sourcing 3.0 report
  - Direct sourcing toolbox
  - Best practices
  - Playbook for success
- Direct Sourcing
  - Leverage automation
  - Gain greater access to talent, globally

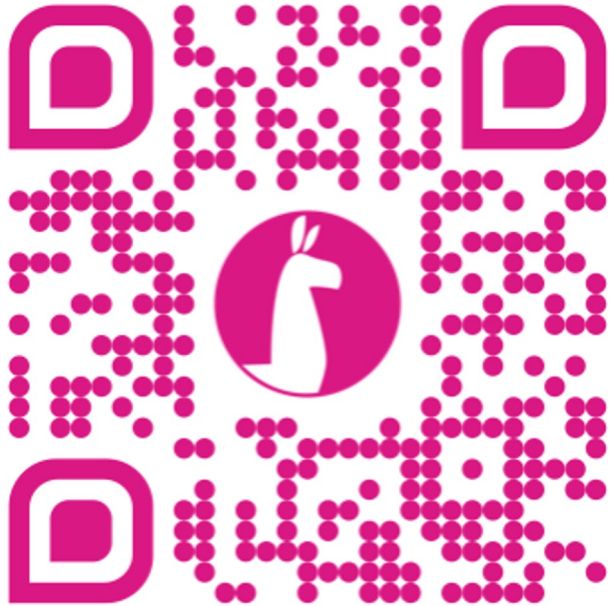




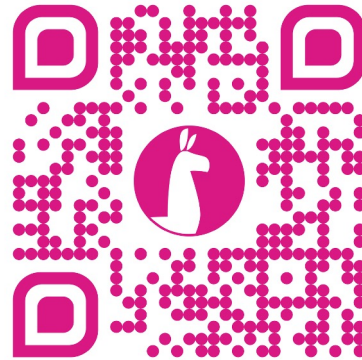
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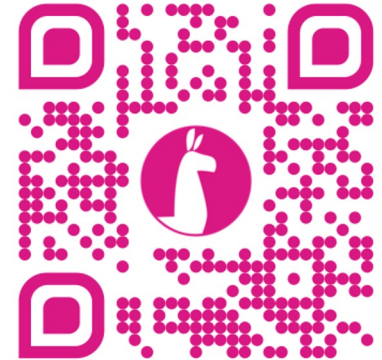
# Reports and key takeaways



**Direct Sourcing 3.0 Report**



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- [CW Program Business Case Template](#)
- [Best Practices in Contingent Diversity, Equity & Inclusion](#)
- [Wages and Inflation Data 2022](#)
- [The Global Gig Economy - 2022 Edition](#)
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# SIA Free Resources



- [DIRECT SOURCING 3.0: Personalization through Automation](#)
- [Unlocking the Potential of Parents in the Contingent Workforce](#)
- [Making Direct Sourcing Work in Your Organization: Best Practices from Industry Leaders](#)
- [Lexicon of Global Workforce-Related Terms](#)
- [Total Talent Management](#)
- [The Human Cloud, the Gig Economy & the Transformation of Work](#)

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Known for our award-winning content, data, support tools, publications, executive conferences and events, we help both suppliers and buyers of workforce solutions make better-informed decisions that improve business results and minimize risk.

As a division of the international business media company, Crain Communications Inc., SIA is headquartered in Mountain View, California, with offices in London, England.

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