



The main objective of My Idea by Sigma is to generate tons of disruptive and innovative ideas so together we can create new business models for Sigma. During the next few weeks you will be receiving business cases, stories about startups, articles, etc. With the objective for you to start thinking about the next new business model of Sigma.

Let's think **beyond imagination.**

Disrupting the disruptors

Chipotle, Shopify and others flock to TikTok to recruit young talent.

LinkedIn is the side of the coin you want your boss to see as the productive, studious, prepared and relentlessly positive side of you, TikTok is the other side that's best shared with colleagues at happy hour. As the pandemic shuttered workplaces and bars, employees flocked to the social media platform to lament endless Zoom meetings, mock unsavory customers, and commiserate with burnout.

That kind of frankness means employers can get more information about prospective employees than they bargained for.

More than 20 companies, including Boston Scientific, Shopify and the NBA, are participating in TikTok Resume: a pilot program through which users can search and apply for job openings with short videos.

Between posting videos of teens dancing to guacamole songs and predicting customer orders based on their zodiac signs, companies have spotted a trend, a big rise in Gen Z looking for their next job on TikTok.

TikTok Resume will feature 200 job listings ranging from customer service to social media management to engineering positions

TikTok isn't the first to try to transform the hiring process with video resumes. LinkedIn announced in March the launch of a feature called "Cover Story," which allows users to upload short videos of themselves to their profiles. But companies looking for young employees are more likely to find them on TikTok.

