**Scentsy 2020: An Incredible Year**

**Supply chain, planning, procurement, supplier relations**

Description: Scentsy, a direct selling company, is a distributor of wickless candles, decorative warmers, diffusers, cleaning products, and other scented items. When the COVID-19 pandemic struck the United States in 2020, Scentsy had to act fast. Stay-at-home orders were issued throughout the country, and the business was engulfed in uncertainty. The executive team considered the pandemic’s implications for its independent contractors and its 1,000 employees if the company was unable to operate and their company culture found solutions that surprised even them. Listen to Scentsy's Co-Founder, Orville Thompson detail these solutions and what helped his company overcome a global hurdle.

*Use with:* <https://www.youtube.com/watch?v=cDaD7w32Cyk>

1. What is Scentsy and what is direct selling?
2. Why did demand for Scentsy spike during the pandemic?
3. How did Scentsy protect its employees during the pandemic?
4. Describe the concept of contributing more than you take and how it has helped Scentsy.