



## Ministry Pivot “The Calling” with Eunique Jones Gibson

**Description:** During this episode, Russell St. Bernard speaks with Eunique Jones Gibson. They discuss creativity, leadership, and risk-taking in this inspiring conversation. Listen to the conversation, download the resources, and discuss it with your team and staff.

Culture Tags → <https://culturetags.com/> or [www.IYKYK.com](http://www.IYKYK.com)

Because Of Them We Can → <https://www.becauseofthemwecan.com/>

### Takeaways:

- Eunique is a “creator for the good” focusing on the culture and community to develop them for good.
- “Because of Them We Can” came out of the need to go against the stories that were out about black people and the black community. This started with her son reminding her of a little Muhammad Ali, and once others saw it, they were inspired and excited.
- You must understand that you will fail, but you have to look to fail forward and not to stop.
- Eunique and her team felt like Culture Tags was a hit and was something that they should believe in and push. They purchased warehouse space before the product was fully complete, but they moved on the vision they had seen. They have now outgrown that current space because of the belief.
- Your belief should push you and should make you move toward the goal that you have.
- As a result of the sense of urgency that Eunique already had for her businesses, the Covid season put her in place to do well with the Black History boxes and the Culture Tags.
- Eunique’s three P’s for business and life.
  - When to Push
  - When to Pause
  - When to Pivot
- Your online real estate is essential for you to have in place before you tell people, but you need to believe in it.

### Resources

- *Shoe Dog* [Click Here](#)
- *The Good Neighbor* [Click Here](#)

- Contagious [Click Here](#)
- The Toys that Made Us on Netflix [Click Here](#)

### **Final Takeaway:**

- Whatever you believe could work, move forward in it, and don't let failure or the possibility of failure hold you back.

### **Discussion Questions: (Ask yourself and a friend these questions and answer honestly)**

- What failure have you allowed to stop you from moving forward?
- Who are the people in your circle who inspire you to do more and better?
- What are you willing to bet on yourself to accomplish?

### **Podcast Resources**

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