



The EB Centre is a leadership consultancy, based in the UK with a global reach. The consultancy was established in 2014 as Engendering Balance Ltd. by the three Founders Dr Sue Congram, Rosie Mayes and Mary Musselbrook. Today they include a team of highly experienced and professional Associates who are certified in the EB framework.

Taking a 21st century perspective on leadership, the unique EB approach is based on extensive research, directly addressing the personal, relational and systemic factors that shape successful leadership.

Working with individual and team leadership development to grow 'Leadership as a Living Practice', three core teachings are:

- Balance in leadership
- Expanding leadership perspectives
- Discovery-based learning.

Our success rate is incredibly high because we teach a complicated topic in a simple and accessible way. Leaders are able to learn quickly, apply learning immediately and see positive results in action.

The Qualities of Practice approach

When you work with us we introduce you to our **Qualities of Practice Cards**[®]. We show you how they can build strong and powerful leadership through *Balance*, through *connectivity* and through *growing key relationships*.

This is a unique, dynamic process for discovering and maintaining balance in leadership and building strong, effective leadership relationships. The **Qualities of Practice** concept has never been more relevant than now, where the foundation of excellent leadership is valuing uttermost, connectivity between people and open relationships.

Based on research and extensive trials, this learning resource provides a rich and insightful process for leaders at all levels. Our aim is to develop meaningful learning for everyone through dialogue and conversation, addressing core leadership challenges. The Qualities of Practice help leaders to achieve **balance** by addressing what happens when a leader or team is *out of balance* and how to inspire balance within the Organisational system.

The card approach has repeatedly shown its effectiveness in:

Strengthening personal leadership

- growing authentic leadership (one-to-one, reciprocal mentoring, small and large group learning)
- skilfully bringing leadership balance to different situations
- Growing key leadership relationships
- Overcoming deeply entrenched leadership issues.

Building resourceful and diverse teams

- Understanding how collective team strengths can overshadow personal contributions
- As a key resource for teams to return to over and over again to show their strength in different situations
- Help teams to understand how they are similar and different to the wider system in which they operate.

Systemic interventions

- To understand collective patterns in big systems
- Build and sustain cultures of diversity and inclusivity
- Re-imagine leadership for future-focus leadership capabilities.

We will show you how **Qualities of Practice Cards®** can uniquely be used to understand and work more effectively in a wide range of leadership scenarios.

*“The **Qualities of Practice Cards®** have a magical way of building deep conversation fast”
“The cards provide a liberating framework for building connectivity and relationship”
Responses from senior leaders of a global Energy client, where EB is working on an Inclusivity project for leaders.*

The development of the card system:

Developing the Qualities of Practice into a card system was designed, tested and re-tested by Sue Congram, Rosie Mayes and Mary Musselbrook, the Founders of the EB Centre. Working with a broad range of companies in different sectors on challenging leadership issues, the cards were used with individual leaders, leadership teams and large leadership systems. From these trials, the Qualities of Practice Cards® approach was shaped, refined and launched, offering a robust and sustainable method for bringing balance to leadership in everyday practice.

Clients include: BP, Barclays Bank, HSBC, Department for Work and Pensions, Diageo, Morgan Stanley, McArthurGlen

EB Book: Engendering Balance: A fresh approach to leadership