

## Frequently Asked Questions

### About The Proper Group

---

#### What is The Proper Group?

The Proper Group is a national collective of **fractional executive leaders** who embed directly within organizations to accelerate growth, improve operations, and lead transformation. Through our **Leadership-as-a-Service (LaaS)** model, we provide access to seasoned experts without the long-term overhead of full-time hires.

---

#### What is Leadership-as-a-Service (LaaS)?

LaaS is The Proper Group's proprietary model that delivers executive-level leadership on a flexible, scalable basis. Clients gain access to **C-suite experience** across functions—strategy, marketing, growth, communications, operations, technology, DEI, and more—tailored to their timeline, needs, and budget.

---

#### Who do you work with?

We work with mission-driven organizations across sectors, including:

- Startups and growth-stage companies
- Nonprofits and foundations
- Government and public sector agencies
- Fortune 500 and enterprise organizations navigating change

Our partners are especially valuable during moments of **transition, transformation, or scale**.

---

#### What makes The Proper Group different from a traditional consultancy or agency?

Unlike traditional consultants who advise from the sidelines, our partners **embed** within organizations as true interim executives. We don't just build strategy—we **lead execution**, build internal capacity, and leave behind sustainable systems and momentum. Plus, we operate as a **collective**, giving clients access to cross-functional leadership that collaborates holistically.

---

## How do you select your partners?

Our partners are hand-selected based on **deep functional expertise, decades of leadership experience**, and a shared belief in scaling with purpose. Every partner brings a proven track record of success and a passion for leading with empathy, clarity, and results.

---

## Where is The Proper Group based?

We're headquartered in **Cincinnati, OH**, but operate **nationally** with remote and in-person capabilities depending on client needs.




---

## What types of services do you offer?

Our services span the C-suite and include:

- Strategy & Business Planning
  - Marketing & Communications
  - Public Affairs & Government Relations
  - Revenue Operations & Growth
  - DEI & Culture Transformation
  - Technology & CRM Implementation
  - Board Development & Fundraising
  - Change Management & Organizational Design
-

## Where can I learn more?

-  Website: [www.theproper.group](http://www.theproper.group)
-  Press & Media Kit: [www.theproper.group/press](http://www.theproper.group/press)
-  LinkedIn: [linkedin.com/company/properonthemove](https://linkedin.com/company/properonthemove)