

AB Narrative Studio

CAPABILITY STATEMENT

Professional Development Training
Strategic Communications
Bowie, Maryland

AB Narrative Studio is a professional development training and strategic communications firm for organizations, executives, and founders whose work has outgrown the words around it. The studio trains leaders and teams to tell their story clearly to decision makers, staff, and the public. It also defines a client's core narrative and carries it through every layer of the brand, from messaging and media relations to leadership communications. Founded and led by a communications strategist whose 15 years span network newsrooms, federal public affairs, and crisis management, the studio works from two signature frameworks.

SIGNATURE TRAINING

Executive Storytelling

FRAMEWORK

The Story-to-Demand Method

FRAMEWORK

Narrative as Infrastructure

Executive Storytelling teaches leaders and teams to tell one core narrative up to decision makers, across to staff and partners, and out to the public. Participants work from their own memos, briefings, and presentations, including the BLUF method for briefing leadership. Delivered in person or virtually as a one-hour session, a three-hour workshop, or a full-day program.

CORE COMPETENCIES

- Executive storytelling and communication training
- Briefing, BLUF, and plain language writing for leadership and teams
- Workshops, webinars, and speaking engagements
- Narrative strategy, brand positioning, and messaging frameworks
- Crisis, risk, and issues communications
- Media relations, earned media strategy, and spokesperson preparation
- Executive communications
- Strategic communications planning and stakeholder engagement
- Brand discovery, communications audits, and competitive landscape analysis
- Brand identity, voice and tone standards, and brand governance
- Change management
- Grant, proposal, and funding communications

DIFFERENTIATORS

- 01 Federal Communications Leadership:** A communications executive inside federal agencies, including national spokesperson work at FEMA, and communications leadership at the FDA and FHWA.
- 02 Newsroom-Trained Judgment:** An award-winning broadcast news producer, where every word competed for a slot and anything that did not earn its place was cut. That instinct for what survives shapes every engagement.
- 03 A Listening Practice:** Clients say talking to Alexandria is helpful. What they mean is that she listens for the part that keeps getting skipped: the detail buried in a subordinate clause, the piece never said out loud because no one asked the right question. That is where the work lives.
- 04 Teams Keep the Skill:** Training is built on each team's own work, so participants leave able to brief, write, and present without outside help.

PAST PERFORMANCE

- U.S. Department of Energy, Office of Environmental Management (September 2026):** Designed and delivered a three-hour Executive Storytelling and BLUF communication training for the planning team. Analysts learned to translate technical work into clear recommendations for leadership. Participants rated the session **4.7 out of 5**.
- Capital Region Minority Supplier Development Council (June 2026):** Co-facilitated the webinar "AI That Talks to Your Customers" for small business owners.
- A founder client received her core narrative asset through Narrative as Infrastructure and deployed it across her website, LinkedIn, pitching, and networking. She secured a **five-part webinar series with the Capital Region Minority Supplier Development Council**, funded in part by the U.S. Small Business Administration.
- A speaker and strategist client secured a **\$5,000 paid speaking engagement** after narrative development.
- An organization secured a **\$20,000 sponsorship** within weeks of completing its Story-to-Demand engagement.

The studio has closed **seven client engagements** within its first six months of operation, with clients spanning founders, executives, associations, and small businesses.

COMPANY DATA

LEGAL NAME	AB Narrative Studio, LLC	PRIMARY NAICS	611430 Professional and Management Development Training
OWNERSHIP	100% woman-owned and minority-owned	OTHER NAICS	541820 541613 541618 541612
UEI	D2E6RRBQRNN5	REGISTRATIONS	SAM.gov (active), Maryland eMMA
CAGE CODE	1ZX90	LOCATION	Bowie, Maryland (Prince George's County)
CONTACT	Alexandria C. Barnes, Founder and CEO, 469-921-5797	WEBSITE	www.abnarrativestudio.com