

CAPABILITY STATEMENT



Communications, Clarity, and Execution

COMPANY OVERVIEW

At **Natasha Zena, LLC**, clear communication is the foundation of effective execution. We support organizations in strengthening messaging, leadership alignment, and team dynamics to enable consistent performance.

As a strategic communications and executive advisory firm, we operate as a senior-level thought partner to institutions navigating the complexity of growth and transitional delivery environments.

Our work strengthens communications, leadership coherence, team alignment, and execution discipline so initiatives move forward with clarity, credibility, and sustained adoption.

DIFFERENTIATORS

- **Strategic Communications Implementation** — Team of experts with decades of experience in designing and executing organizational communications
- **Humane Connection™ Framework** — Proprietary model for dignity-centered execution discipline
- **Senior-Level Engagement** — Direct partner-level involvement with no junior staffing model
- **Execution-Oriented Approach** — Focused on adoption, alignment, and delivery outcomes
- **Institutional Fluency** — Experience across private and public-sector organizations, nonprofit, and regulated environments
- **Multilingual and Cross-Cultural Capability** — Arabic, English, French, Serbo-Croatian, Spanish; conversational Italian, German, Hungarian
- **Trusted Past Performance** — Experience supporting U.S. government-funded and internationally implemented initiatives

CORE CAPABILITIES

Our work is grounded in **Humane Connection™**, our proprietary framework for dignity-centered, execution-ready leadership.

Strategic Communications Infrastructure

Includes:

- Leadership messaging architecture
- Strategic communications plans and implementation
- Social media strategy and campaign management

Organizational Communications Support

Includes:

- Writing, editing and design of program reports and publications
- Multi-platform graphic design
- Webinar and virtual event coordination

AI-Enabled Alignment Intelligence

Includes:

- AI-informed communication and team diagnostics
- Internal and external stakeholder mapping and friction analysis
- Delivery-aligned strategic recommendations and implementation roadmaps

Organizational Clarity and Execution Enablement

Includes:

- Strategy-to-execution translation
- Cross-functional communication design
- Change and transformation communications

Role-Ready Leadership Capacity Strengthening

Includes:

- Role mastery and decision ownership
- Managing up, down, and across
- Conflict navigation and resolution



Contact Information

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General Information

- **Registered Company Name:** Natasha Zena, LLC
- **Location:** Northern Virginia (serving U.S. and international institutional partners)
- **CAGE Code:** 15RH0
- **UEI (Unique Entity ID):** YMTXHKG6A2J3

STATE CERTIFICATIONS

State of Virginia

SWaM Certified

- Small, Micro, Women-owned, Minority-owned Business

NAICS CODES

- **541611** — Primary
- **541618**
- **541613**
- **541820**
- **541430**
- **611430**

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SIGNATURE ENGAGEMENT MODELS

Natasha Zena, LLC typically engages through three structures:

Execution Alignment Partnerships

Long-term advisory relationships that strengthen leadership alignment, communication infrastructure, and execution clarity across organizations.

Diagnostic-Led Advisory Engagements

Strategic diagnostic engagements that surface role friction, communication breakdowns, and adoption risk—followed by implementation recommendations.

Institutional Delivery Support

Strategic communications and alignment support for complex programs requiring stakeholder coordination and leadership coherence.

SELECTED CLIENTS AND PAST PERFORMANCE

Natasha Zena, LLC brings institutional experience delivering communications strategy, leadership alignment, and capacity strengthening across public-sector, nonprofit, and internationally implemented programs.

Center for Inclusive Growth

Services Delivered: Executive Advisory, Strategic Communications, Team Dynamics Diagnostics, Leadership and Communications Training, Role and Interdependency Mapping, Multilingual Communications Support, Public Relations Advisory, and Summit Strategy and Project Coordination.

Description: Provides ongoing senior-level advisory and implementation support across communications strategy, leadership decision-making, stakeholder engagement, and initiative execution. Work includes customized training, organizational assessments, reports and leadership communications, messaging and public relations guidance, multilingual communications coordination, and leadership of planning for the Annual Inclusive Growth Summit.

William Caspar Graustein Memorial Fund

Services Delivered: Role Mastery, Growth Plans, and Individual Personality Assessments.

Description: Delivered personalized development and performance-improvement engagements supported by assessments, coaching, and customized growth plans. Strengthened communication, accountability, leadership confidence, and role effectiveness.

Making Cents International

Services Delivered: Strategic communications, capacity strengthening, stakeholder coordination, and internationally implemented program support.

Description: Supported U.S. government-funded and internationally implemented initiatives requiring cross-cultural communication, stakeholder alignment, and coordinated delivery across complex institutional environments.