



**BLUE
COLLAR**
CONSULTING



BROOKE SENA, LMFT, MBA
OWNER & CONSULTANT

Brooke Sena is a business psychology expert. She is an accomplished businesswoman, professional coach, and psychotherapist that is driven by helping others to reach their potential. She takes pride in providing the best consulting services possible to individuals looking to reach their potential. Brooke is passionate and resolute, and is highly skilled at motivating others to establish a strong vision for their life. Her professional mission is to inspire her clients to develop fierce honesty, authenticity, and courage so that they may become the best versions of themselves.

Brooke grew up in San Diego and worked at her family's restaurants throughout her childhood and teen years. Naturally, this led her to be drawn to business at the start of her adult career. During the 90's, she moved to San Francisco to obtain her undergraduate degree in Business Administration. She landed an internship with one of the "BIG 5" Accounting Firms of that time and was quickly offered a full-time position working to assist the Managing Partner. This was during the height of the "dot-com era" when internet companies were popping up left and right, and excessive spending and lavish company parties were the norm. The Corporate American culture was in contrast to Brooke's ethical standards and she decided to move on from this position to pursue her master's degree in psychology. She knew this was the path in which she would thrive, due to her genuine altruism and love of helping others.

Brooke has been in the behavioral health industry since 2000. Her business background and leadership qualities placed her in various management positions over the years. Before devoting her work full-time to Blue Collar Consulting, she served as Chief Operating Officer at Adoption Clinical Services. In this position, she worked intimately with the Leadership Team to help establish structure and processes during the company's rapid and massive growth. Brooke has also been a key player in management at several other for-profits, non-profits, and county behavioral health settings in Northern California. Prior to entering the world of supervisory roles, she provided direct services to a myriad of populations in many different settings.

With over 20 years of extensive experience in both business and psychology fields, Brooke is one of those rare individuals who can integrate business complexities with interpersonal factors to motivate others toward greatness. Her authentic and bold leadership qualities have allowed her to develop a professional coaching style that is both supportive and effective. Brooke specializes in creating a safe and non-judgmental space to allow others to explore themselves deeply. By use of a strength-based and mindfulness approach to consulting, she works to develop specific and attainable goals to facilitate change and growth. An agency's success depends on the motivation, energy, passion, performance, and results of its staff. Brooke believes that every effort must be made to ensure that each person is reaching their full potential. Brooke can identify the individual's personal agendas goals and motivations, and help align those with the agency's vision. Her ability to integrate that vision throughout a company's culture, informal and formal processes, management style, and client services is her greatest strength.

Brooke is a Licensed Marriage & Family Therapist in the State of California with expertise in trauma-informed care. Brooke holds a bachelor's degree in Business Administration from San Francisco State University (1999) and a master's degree in Psychology (2001) and an MBA (2015) from California State University, Chico.

Learn more about Brooke @ <https://www.linkedin.com/in/brooke-sena/>