

PRESS & GUIDE

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The Confidence Connection: Dearborn native's podcast helps build belief during uncertain times



“The Confidence Connection,” a recently launched podcast, hosted by Dearborn native Suzanne Sena, provides people with ways to build belief and learn to motivate themselves, something needed during uncertain times.

Sena, the sister of local politician and former Press & Guide editor Gary Woronchak, is an Edsel Ford High School and Michigan State University graduate, who has worked as a news anchor, actress, coach and entrepreneur.



Dearborn native Suzanne Sena, with her brother Gary Woronchak.
Photo courtesy of Suzanne Sena

“The Confidence Connection” is an interview-based podcast which draws on the qualities that have helped successful people become what they are, sharing their insights and thought processes, how they persevere, the skills they honed and the challenges they faced and overcame.

The weekly episodes, which are released on Wednesday mornings, air on Spotify, Apple and iTunes, and include 40-minute interviews and 10-minute confidence-building commentaries.

Sena, whose can-do spirit has driven her life, enjoyed acting from a young age, and translated stage anxiety into the fuel to help drive her success.



Suzanne Sena

Photo courtesy of Suzanne Sena

“When you start to realize sometimes what you recognize as fear is actually excitement, then you have a different perspective,” she said. “So, mind shift, and attitude, is very important in everything we do.”

Sena said her own motivation has come from powerful public speakers, like Oprah, whom she said can command an audience with just the different nuances of her voice.

“I am influenced by, and I guess it’s my background in theater, by the performers, who are also influencers,” she said. “They are people who have a great message and know how to get it out there, in a powerful enough way to incite action and change lives. Those are the people who have influenced me personally.”

As a confidence coach with corporate America, Sena has taught people to move past the mindsets which hold them back. As of yet, she hasn’t had the opportunity to work with Big Three clients in the Motor City, but said she would relish the opportunity to work with them in her home town.

She said Sena-Series Media Training, which she launched in 2010, has brought her to where she is now.



Dearborn native Suzanne Sena hosts “The Confidence Connection” podcast on Apple/Tunes, Spotify and other major platforms.

Photo courtesy of Suzanne Sena

“Up until just recently, I have been more focused, over the last 10 years, on doing some performing work, but I have been focusing on more one-on-one, and in-studio, private training, with heads of studios, corporate executives and celebrities,” Sena said. “I have been called in a lot to work on a set with somebody who is maybe an amazingly famous athlete or model, but has not had a lot of TV experience.”

Would her confidence-building methods help Shiela Ford Hamp, the new owner of the Detroit Lions, take the team all the way to a long-awaited Superbowl spot?



Gary Woronchak, with his sister, Suzanne Sena, at the Birdland Jazz Club in New York City.

Photo courtesy of Suzanne Sena

Sena said she learned something from having two-time Superbowl winner Jarvis Green, from the New England Patriots, as a recent podcast guest, and said he shared something which she feels applies to anyone in a competitive sport.

“It’s all about attitude,” she said. “He talks about how his coach, Bill Belichick, used to say that it is ‘all about amnesia,’ and if something goes wrong, forget it and move on, and go on to the next play.”

Sena said, from her perspective, attitude is everything.

“What I can offer is if you want them to play their best, they have to have the best attitude,” she said. “Maybe I should give her a call, and get out there, and help motivate.”



Dearborn native Suzanne Sena (third from left), in Central Park, on her wedding day in 2015, with Vivian and Gary Woronchak and her husband, Michael Fields
Photo courtesy of Suzanne Sena

What motivational advice would she offer her brother if he decides to enter Dearborn's mayoral race?

Sena said he is more of a political pro than her, and he loves Dearborn and serving the city, but she would advise him to build up his energy reserve now, because she knows what it is like to go through a campaign season.

"I think it is interesting that Gary and I have both gone on to have lofty goals, and have achieved them," she said. "The confidence comes from having belief in ourselves, and the skills, and I don't think it is about ego. I think, for Gary, his confidence comes from knowing what he knows."

Sena said they are also both hard workers.

"Growing up in Michigan, there is a unique work ethic," she said. "Having lived in so many different states and worked with so many different people, I don't see it everywhere."

Sena said everything she has wanted to achieve, she has, but it hasn't always been a straight line.

“It’s being aware of what I want, writing things down, and having the confidence to know if I don’t know how to do it, somebody does – somebody’s done it,” she said. “People are kinder than you think about sharing their information if you ask.”

For more information about Sena and her projects, go to suzannesena.com.