



Cognitive Wellness, LLC

Background

During my undergraduate studies, I landed a job at a residential facility specializing in mental health care for adolescents and teenagers. Back then, I had limited knowledge about mental health, and I had taken the job primarily because I was a college student in need of employment. The position offered decent compensation and involved shift work. After experiencing what some of those kids were going through and reading their stories, I became intrigued by mental health and the field.

After graduation, I did more research to gain a deeper understanding of what therapy, Direct Care, psychologists, and psychiatrists meant. I was very intrigued at this point. I continued to work in different positions, including residential facilities, case management, DCF, and within charter schools. That's when I met a mentor who inspired me. He was a therapist working at a school and had his own practice at the time. We connected, and that ultimately became the driving force behind my pursuit of a career in providing therapy services.

Fast forward, I went back to school, got my master's in social work, and got licensed in Florida to provide psychotherapy. In 2017, I officially started my own practice, Cognitive Wellness LLC. I initially did it part-time for several years, and then the COVID-19 pandemic hit. Fast forward to this year, and I became a full-time private practitioner.

Solution

The Miami-Dade Business Navigator program has been immensely helpful. Earlier this year, a colleague from a previous job introduced me to it. I signed up for their emails and information updates. Through this program, I gained access to various training sessions and valuable information. With assistance from Ascendus, I secured vital business funding that has been instrumental in the ongoing growth of my practice. This helped me feel more confident about my

decision to become a full-time private practitioner. I also received guidance on marketing and learned about using AI and other tools for my business. It's been a fantastic experience.

From the Owner

“As for advice to fellow entrepreneurs starting out, I'd emphasize the importance of seeking information and mentorship. Find someone who's already walked the path you're on. Whether it's through books, online resources, or establishing connections with experienced mentors, the pursuit of wisdom is paramount. Gather as much information as possible, network, ask questions, and set clear goals for yourself. Write down where you want to be in a year, three years, five years, and work diligently towards those goals.”

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