

Riding the Waves: My Journey to Owning My Power

By Bridget Sorenson

If you told me 15 years ago that I would one day run a thriving networking organization, mentor leaders, and watch 6-figure deals spark from introductions I facilitated, I wouldn't have believed you. Before I got divorced I was a busy mother, with five children in five different schools, working a minimum-wage job. "Owning my power" wasn't even in my vocabulary. Survival was.

My first turning point came when I realized that minimum wage wasn't going to sustain my family after divorce. I pivoted into financial services, where I organized "lunch and learn" sessions for law firms and built relationships with professionals across industries. It was in those rooms that I discovered something important: I had a gift for connecting people—not just in casual conversation, but in ways that led to opportunities and lasting partnerships.

One lawyer friend noticed it, too. He told me, "You have a way of bringing the right people into the same room. You should build a business around that." Together, we drafted the blueprint for what would later become my company, Blue Water Wave—a community for vetted professionals focused on excellence, integrity, and superior client relationships. But at the time, financial services was my main income, and my new venture was only a side passion.

Then came the second turning point, one that would change my life in every way. I was preparing for a major accreditation exam required to advance my financial services career. In that industry, you also have to regularly retake certifications—my next one was due in May 2021. Just before exam weekend, I found a lump in my breast. By Thursday, I had my diagnosis: breast cancer. By Tuesday, I was in surgery.

In that moment, my plans came to a screeching halt. If I didn't take the test that weekend, I would have to start over in financial services. But something deep inside told me to let it go. My health came first. I chose surgery, recovery, and life over a test.

That choice, though terrifying, freed me. I stopped clinging to the security of my financial services career and turned my full focus to Blue Water Wave. While recovering from cancer, I poured myself into building it. Within a year, my business tripled.

Blue Water Wave is now a thriving networking organization that helps leaders grow through organic marketing, LinkedIn strategy, and curated connections—whether on the golf course, over Zoom, or in person. We host events where real business happens, but more importantly, we nurture trust. We vet every member, ensuring their business reflects excellence and integrity. I work one-on-one with members to help them become thought leaders and achieve ROI on their relationships.

My leadership style has been shaped by both the calm and the storms of my life. Yoga and Taoist teachings taught me to let go and flow with the current, rather than fight against it. I've learned that life will hand you unexpected waves—divorce, cancer, career shifts—and the key is knowing when to paddle hard and when to trust the tide to carry you.

Today, I see myself as the captain of a ship powered by the collective ambition of my members. When they ask for new chapters—a women’s group, a young professionals circle—I create them. I mentor emerging leaders, sharing my story so they understand: your power is not in controlling every twist in the current. It’s in knowing you can navigate no matter where it takes you.

Owning my power wasn’t about charging ahead without fear—it was about faith and recognizing my resilience, leaning into my gift for connecting people, and trusting the waves that life put in front of me. Looking back, I see that every pivot, every surrender, and every moment of uncertainty was guiding me toward exactly where I was meant to be—and owning my power!

About Bridget Sorenson

Bridget Sorenson is the CEO of [Blue Water Wave](#) (BWW), an exclusive networking organization that does organic marketing for its members. With over two decades of experience in digital and events marketing, Bridget’s career spans financial services, commercial real estate, and C-Level consulting. She has worked for and with Fortune 100 & 500 companies, as well as leading brands such as Louis Vuitton, Ralph Lauren, Chanel, and Northwestern Mutual. At the helm at BWW, Bridget bridges her business acumen with being “the wave,” as those closest to her deemed her, attributed to her keen sense of connecting professionals to drive their success. Follow her on [LinkedIn](#).