



♦ Mar 2025

The CEO of Everything Newsletter



The CEO Edge: Thinking Differently, Acting Boldly, and Feeling Powerful

Dear CEO of Everything,

Welcome to March. If there's one thing I know about high achievers, it's this: **playing it safe is the biggest risk you'll ever take.**

This month, we're diving into **The CEO Edge**—the extra 5% that separates leaders from followers. It's not about working harder (you're already grinding); it's about **thinking differently, acting boldly, and feeling powerful.**

Are you making decisions your future self will thank you for? Investing in **scaling, strategy, and leadership**—or **just spinning your wheels?**

Success doesn't reward hesitation—it rewards **decisive action.** In this edition, we're unpacking **how elite CEOs stay ahead**—from smart scaling to high-performance habits.

Ready to claim your edge? Let's get into it.

Xoxo,

 Carli A. McVay

In this newsletter:

Everything To Give You the CEO Edge

The Power Piece:
Why Playing It Safe Is Costing You

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Hustler Hacks:
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The Power Piece: Why Playing It Safe Is Costing You

Playing it safe doesn't **protect** you—it **limits** you.

The most successful CEOs don't wait for the perfect moment, because **success rewards the decisive**, not the hesitant; **they bet on themselves**, **take bold risks**, and **pivot when needed**.

Here's the truth:

- **Hesitation costs more than action.**
- **Growth requires discomfort and uncertainty.**
- **The real risk? Staying the same.**

This month... **Make the move. Take the leap.** #risktaker #entrepreneurlife



Boss Moves 101: The 5% Rule for the Best CEOs

The best CEOs don't work harder—**they think smarter**. The top 5% do what others won't: (1) **Decide things faster.** (2) **Protect their energy.** (3) **Invest in strategy.** Small shifts = massive impact. **Which 5% move will you make this month?**



Hustler Hacks: Scaling Without Breaking

Scaling isn't doing more—it's **about doing better**.

- **Streamline:** Automate, delegate, eliminate.
- **Grow smart:** More revenue, not more work.
- **Protect the foundation:** Scale what's working, cut the rest.

Sustainable growth > burnout.



CEO Playbook Insights: Decoding the CEO Mindset

Success isn't just about what CEOs **do**—it's about **how they think**.

The best leaders cultivate a mindset that drives action, innovation, and resilience. Here's what sets them apart:

- **Decisiveness wins.** Overthinking kills momentum. Make the call and adjust as needed.
- **Play the long game.** Every decision should move you closer to your vision, not just solve today's problem.
- **Protect your energy.** Your time and focus are currency—spend them wisely.
- **See opportunities first.** The best CEOs anticipate, innovate, and stay ahead of the curve.
- **Own the outcomes.** No blame, no excuses—just solutions and execution.
- **Confidence is currency.** How you see yourself sets the tone for how others see you.

Mindset isn't just an asset—it's the **ultimate advantage**. Think bigger, move smarter, and lead like a CEO.

Action Item: *Check Your CEO Mindset.*

Take five minutes today to audit your thinking.

- Where are you hesitating?
- Where are you playing small?
- Pick one decision you've been delaying—make the call and move forward.



Women Entrepreneurs Collective: Building Out the Tribe

The most powerful entrepreneurs don't go it alone; they build a **strong, strategic tribe** that fuels their growth.

This month, we're giving our community:

- **More opportunities to connect**—because the right conversation can change everything.
- **New collaborations**—because partnerships open doors faster than solo hustle.
- **Celebrating each other's wins**—because rising together is the ultimate power move.

Action Item: *Build Your Tribe*---Reach out to one woman who inspires you—connect, collaborate, or just celebrate together!



Sneaker Peek: TMG is Blooming in Spring

Spring is a season of **growth**, **renewal**, and **fresh starts**—and **The McVay Group** is thriving right along with it:

- **Planting New Ideas** – The CEO of Everything newsletter and blogs are growing, delivering no nonsense insights.
- **Nurturing Momentum** – Writing my book is taking shape, and the vision is coming to life. Seriously exciting sh!t!
- **Cultivating Success** – Clients are making bold moves, scaling smart, and stepping into their next level. I'm taking risks with them!

Spring is here, and we're rooted in growth. **Stay tuned—big things are blossoming!**

Suits to Sweats:

Carli's Now List for Spring 2025!

- 1 Wealth – Robinhood Retirement.**
 - No-minimum Roth IRA with bonus matches—set it and grow it.
- 2 Spirituality – Spring Equinox Yoga.**
 - A workshop with stretching, meditation, and some manifesting!
- 3 Relationships – Airbnb Time.**
 - Getting big and small trips ready for now through July for hubby, boys, and the bigger family.
- 4 Career – Otter.ai.**
 - AI transcribes meetings in real time so you can stay present.
- 5 Health – Reflexology.**
 - Get online and find the nearest reflexology place near you. Do not skip the foot detox.
- 6 Wisdom – HBR 2025 Must Reads.**
 - Order it on Amazon...quick snippets of wisdom for your everyday leadership.
- 7 Community – Nature Walk.**
 - Put on your sneakers, get the dog on a leash, and head off to your favorite part for a little Vitamin D.

Action Item: *SPOIL Yourself.*

Pick one of the Seven Pillars of Intentional Living (SPOIL) and make a commitment to try it in March!

Thank you for being a part of my tribe!

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