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 highperformance habits.

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

Xoxo, Carli A. McVay



Mar 2025

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Everything To Give You the CEO Edge

The Power Piece: Why Playing It Safe Is Costing You

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

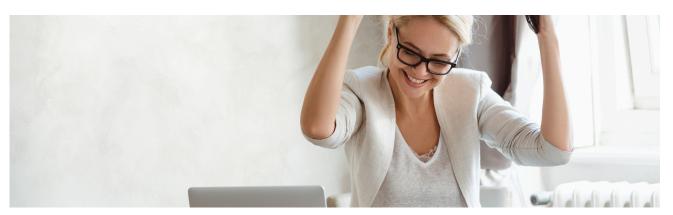
Hustler Hacks: Scaling Without Breaking

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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.** <u>Small shifts = massive impact.</u> **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.

<u>Sustainable growth > burnout.</u>



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. S**tay tuned—big things are blossoming**!

Suits to Sweats:

Carli's Now List for Spring 2025!

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.
- 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!

THE MCVAY GROUP STRATEGIC BUSINESS COACHING

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