



The CEO of Everything Newsletter



From the Edition: Fall Busy Season, The Intention Behind the Invitation

Dear CEO Of Everything,

In my early career years, “busy season” meant something entirely different to me.

As a CPA, fall was defined by **deadlines**, **not décor**, it was a season of precision, not presence.

Now, my calendar looks just as full, but for new reasons.

It’s my kind of **Fall Busy Season**: galas, fundraisers, client events, and celebrations that seem to multiply overnight. Every invitation feels like an opportunity to connect, support, and show up.

But here’s what I know now: Busyness without intention is just noise. Presence without purpose is just attendance.

So this fall, I’m asking myself before every RSVP:

- **Why am I here?**
- **How will I contribute?**
- **How will I connect?**

When I lead with intention whether hosting, attending, or simply observing the experience changes.

Because *the mark of a true leader isn’t how many rooms you’re in; it’s the energy you bring when you walk in the room.*

◆ October 2025 ◆

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Xoxo,
Carli A. McVay

The Power Piece: Your Capsule Office Space

I'm anything but subtle, and my new office proves it. Every choice was intentional, but none of it whispers.

- One statement color that pops from luxe neutrals to command the room, calm enough to focus, bold enough to make you feel something.
- Fewer, high-impact art pieces with that Paris-meets-powerhouse vibe, because inspiration deserves a spotlight.
- Smart storage, clean lines, and zero clutter, because chaos kills creativity, and I don't do chaos anymore.

This isn't minimalism (100% not my vibe); it's precision. Every detail serves a purpose. Every inch says: she came to build an empire — and she truly enjoys every minute of doing it...her way!

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Boss Moves 101: Own the Room, Own the Outcome

I rebuilt my 28-piece fall wardrobe with purpose, not impulse.

Three core pairs of pants. Six versatile tops. Three blazers. A few easy dresses. Luxe-but-subtle accessories (hello, lover), and my new bag, of course.

It's not about chasing trends it's about creating confidence. When we simplify what to wear, we free up energy for bigger decisions, the ones that actually move our businesses, our teams, and our lives forward. That's not vanity. That's a boss move!

Special thanks to my style dream team: fashion guru Lyrit, consultant Diane, and influencer Bekah, for helping me refine and elevate this capsule. Together, we built a wardrobe that looks as powerful as it feels.



Hustler Hacks: Intentionally Fabulous

- 👛 Simplify your style, amplify your energy.
- 👛 Curate with intention as confidence is the ultimate accessory.
- 👛 Streamline the closet, sharpen the mind, and show up like you mean it.



CEO Playbook: *Stewardship Isn't Just Numbers*

Leaders steward more than financials. We steward energy, culture, and perception. People read intentionality in everything: your words, your systems, your environment, even your clothes. Show up sharp and approachable and your influence expands.

Sneaker Peek: *CEO Tools, What's on My Radar?*

- Read: The Psychology of Money is timeless wealth wisdom.
- Style Resource: Polène & Celine structured work bags that work as hard as you do.

- Action: Calendar a bi-annual wardrobe + office audit (spring & fall)
— it's an energy reset that pays dividends.

Suits to Sweats: *Intentional living- The 5% rule*

Wardrobe spending doesn't have to drain your cash flow it's about strategy, not excess. As leaders, how we show up visually impacts how others experience our competence, confidence, and clarity. But that doesn't mean indulgence; it means alignment. My simple formula:

- Allocate 3–5% of annual income toward a polished, functional wardrobe if you lead at a high level.
- For me, roughly 2% of income keeps things fresh, intentional, and aligned with the seasons of my work and energy.

These aren't vanity expenses; they're tools for presence. When you invest in what helps you feel sharp, comfortable, and capable, you reduce decision fatigue, elevate how you're perceived, and move through your day with more confidence and clarity.

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Thank you for being a part of my tribe!

Behind the Scenes

