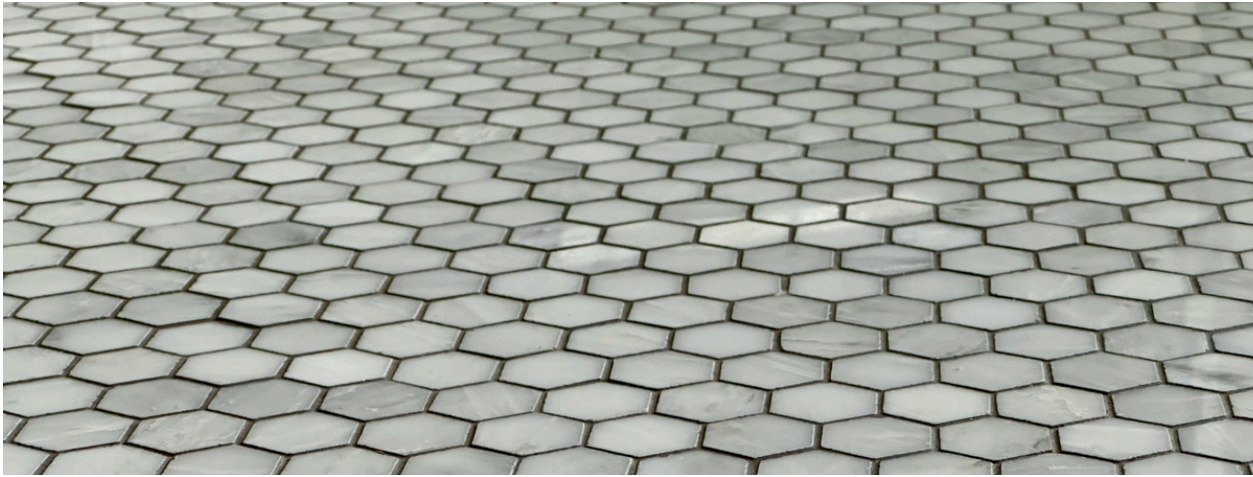

Monthly Newsletter
The CEO of Everything

THE MCVAY GROUP

February 28, 2026



THE STANDARD IS THE FLOOR

Dear *CEO of Everything*,

Let's get something straight.

Your standards are not your ceiling.

They are your floor.

They are the minimum you are willing to accept —
from yourself,
from your team,
from your business,
from your life.

And most people?

They have lowered the floor so much they call it "realistic."

Deadlines slide.

Boundaries blur.

Energy leaks.

Excuses multiply.

And then they wonder why growth feels heavy or even hopeless.

You don't get what you desire.

You get what you tolerate.

February is not about inspiration. It's about elevation.

If it's beneath your standard, it doesn't stay.

No drama.
No apology.
No explanation required.

Unapologetically, raise the floor.

Everyone else will rise when you do.

 XOXO, CARLI



FEATURE ARTICLE

Inside This Issue:

The Cost of Lowering the Bar

Monthly Focus

Non-Negotiable Standards

I've learned this the hard way.

Feature Article

The Cost of Lowering the Bar

There was a season when I tried to assimilate into a culture that didn't match my standards. I told myself I was being flexible. Collaborative. Realistic.

Executive Edge

Tolerance Is Expensive

But I was lowering the bar to fit the room.

Playbook Audit

Live The Standard

When you lower your standards to blend in, you don't create harmony, you create misalignment.

Operator Mode

Clean Execution

Lower standards feel easier in the moment.

Forward Look

Execution Culture +
Behind the Scenes at TMG

They are expensive over time. They cost you momentum, credibility, energy, respect, and results.

Every time you let something slide, you train people how to treat you.

Ignore misalignment and you expand it. Tolerate mediocrity and you normalize it. Then leaders wonder why execution feels inconsistent.

Weak standards create friction. Strong standards create precision. Clear expectations. Clear ownership. Clean outcomes.

A CEO of Everything is courageous.

We don't shrink to fit the culture. We don't dilute to keep the peace. We don't accept what isn't aligned. We raise the culture to meet the bar.



EXECUTIVE EDGE

Tolerance is a Leadership Choice

High performers don't burn out from hard work. They burn out from carrying what isn't theirs to carry.

Sometimes tolerance doesn't look like chaos. It looks like inconsistency. Different expectations for different people. Slack given because of history.

Standards softened because of long relationships. Or the quiet thought: "It's easier if I just do it myself."

But when leaders compensate instead of coach, they don't build strength, they build dependency.

Here's what the CEO of Everything understands:

- They don't repeat instructions endlessly.
- They don't chase accountability.
- They don't over-explain expectations.
- They don't compensate for someone's lack of discipline.

They don't reward inconsistency with unlimited chances. They decide once. They enforce consistently. Because leadership is stewardship. It's not about doing it faster. It's about building up someone who can carry it well.

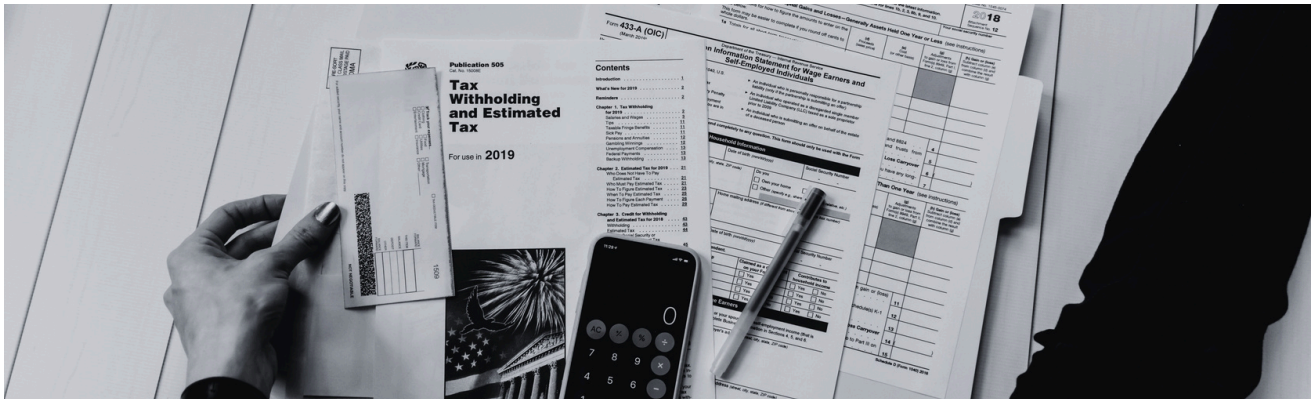
When you tolerate underperformance, you drain your top performers.

When you tolerate inconsistency, you weaken the culture.

Leadership is not about being liked. It's about being clear. Clarity is kindness. It is true leadership.

Remember:

"Leadership is a choice you make before the room ever tests you." - Carli McVay



PLAYBOOK AUDIT

Live the Standard

If results feel inconsistent, revisit your standards, not your goals. This is about alignment, not intensity. A CEO of Everything is precise. Calibrate accordingly.

The Standards Audit for Self, Team, Business, and Life:

SELF

- My personal discipline matches the expectations I set for others.
- I keep commitments, even the invisible ones.
- I manage my energy as a strategic asset.
- I address avoidance quickly.
- I do not negotiate with my own standards.

TEAM

- Expectations are consistent, regardless of history or relationship.
- Misalignment is addressed in real time.
- Accountability does not require chasing.
- Ownership is assumed, not assigned repeatedly.
- Performance conversations are clear, not emotional.

BUSINESS

- Standards are documented, not implied.
- Deadlines function as decisions, not suggestions.
- Roles eliminate confusion.
- Execution is measured objectively.
- Inconsistency is corrected, not accommodated.

LIFE

- My calendar reflects what I say matters.
- Boundaries are enforced without over-explaining.
- I do not overextend to maintain comfort.
- What I tolerate aligns with what I value.
- My environment reflects my standards.

Unenforced standards are preferences. Adjust your leadership accordingly.

OPERATOR MODE

Clean Execution

At TMG, we are operating with elevated standards:

- Shorter client communication timelines
- Sharper financial visibility metrics
- Faster internal decision cycles
- Stronger ownership across projects
- Protected strategic planning blocks

Precision builds confidence.

Confidence builds velocity.

This is a season of disciplined, clean execution.



MONTHLY REFLECTION

Where have you negotiated your standards to accommodate your environment?



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BEHIND THE SCENES

This past month required a different kind of discipline.

Protecting health as a non-negotiable asset

- Delegating faster and trusting deeper
- Slowing decisions where clarity required it
- Refining priorities to what truly moves the needle
- Reinforcing standards without hitting capacity

Even strong leaders recalibrate. Resilience isn't pushing through everything; it's knowing when to realign. We build businesses that operate, even when the CEO is recovering. That's real execution.