



The CEO of Everything Newsletter

◆ November 2025 ◆



From the Editor: *Appreciation Shifts Everything*

Dear CEO of Everything,

If there's one message this season continues to reinforce, it's this: appreciation is power.

Not the polite, surface-level kind—but the intentional, soul-filling practice of slowing down, noticing what's good, and naming it out loud.

This month delivered a thousand reminders:

A team member who went the extra mile without being asked.

A client who chose vulnerability during a coaching session. My kids saying “thanks” in the middle of the chaos. My husband quietly brewing coffee before I even opened my eyes.

Appreciation shifts everything.

It cuts through the noise. It strengthens relationships. It resets perspective. And my favorite part: when **people feel seen, they rise.**

So, this edition is dedicated to noticing the good, celebrating the good, and becoming the kind of leader who **amplifies** the good.

Xoxo,
Carli A. McVay

This Edition Celebrates:
Appreciation

The Power Piece:
Appreciation as Strategy

Boss Moves 101:
Leading with Appreciation

Hustler Hacks:
5 Appreciation Habits

CEO Playbook:
Make Space for Teams to Appreciate Each Other

Suits to Sweats:
Celebrate Women that Show Up

TMG Sneaker Peeks:
Holidays of Glitz & Glamour

+ Behind the Scenes = Heart TMG



The Power Piece: *Appreciation as Strategy*

*Appreciation isn't just emotional—it's **strategic**.*

It creates alignment, boosts morale, sharpens connection, and strengthens trust. When leaders practice appreciation consistently, it becomes one of the simplest, highest-ROI tools in the entire leadership toolkit.

*Because here's the truth: people don't rise because of pressure—they rise because they **feel valued, seen, and safe to contribute**. Appreciation fuels all three.*

Here's what appreciation-as-strategy looks like for me:

- ✓ *Sending weekly gratitude notes to clients, partners, and colleagues.*
- ✓ *Celebrating micro-wins during team huddles so progress never goes unnoticed.*
- ✓ *Making space for honest recognition and real-time feedback, even on busy days;*
- ✓ *Designing a culture where kindness fuels performance—not the other way around.*

When appreciation becomes the environment, not a once-a-year event, everything elevates.



Boss Moves 101: *Lead with Appreciation*

Leading with appreciation isn't about grand gestures—it's about modeling presence, intention, and awareness in the everyday moments where leadership is actually built.

Here's how powerful CEOs lead with appreciation:

1. They Notice the Invisible Work.
2. They Anchor Appreciation to Values. "This is who we are. This is what we stand for."
3. They Create Room for Others to Shine.
4. They Lead by Asking, Not Assuming.
5. They Celebrate Growth, Not Just Mastery.

When leaders practice appreciation this way, the culture shifts: People feel empowered, ownership expands, and the standard for excellence rises on its own.



Hustler Hacks: *5 Appreciation Habits*

1. The 10-Second Shoutout
Send a quick voice memo or text thanking someone for a specific action. Ten seconds of sincerity = hours of motivation.
2. The Appreciation Echo
When someone compliments a team member, repeat it publicly. Appreciation grows when it's amplified.
3. The Look-Back List
At the end of each week, list three things that went better than expected. Train your brain to recognize upward momentum.
4. The "Name the Shift" Moment
When you see positive behavior, name the shift you noticed: "I saw how you handled that with patience—huge growth."
5. The Gratitude Ripple
Start a meeting by appreciating one person—and have them appreciate the next. A 60-second chain reaction resets the entire room's energy.

TMG Behind the Scenes



Thanksgiving Week Kick-Off



Kennedy's Bachelorette Party in Nashville



Visit Jaxon for Night at U of A



AZ Tech Council Awards



Thanksgiving Night at My Parents' Home



Great Hearts Annual Gala



Ohio State Game Time



CEO Playbook: *Make Space for Teams to Appreciate Each Other*

A great culture isn't built on leaders doing all the appreciating—it grows when teams appreciate each other.

Create simple moments where recognition flows peer-to-peer:

- Start meetings with “Who helped you win this week?”
- Add a monthly spotlight or gratitude shoutout ritual
- Celebrate collaboration, not just outcomes

When teams see and celebrate one another, connection deepens, ownership rises, and the culture strengthens on its own.

Sneaker Peek: *Holidays of Glitz & Glamour*

Parties, Events, Festivities... All Season Long

- Work holiday party and events!
- December has lots of birthdays - including mine 12/13.
- Friends, family & more!

Suits to Sweats: *Celebrate Women that Show Up*

This month, I'm celebrating women who show up—fully, imperfectly, and consistently.

The ones leading teams, raising families, building businesses, and holding it all together in the quiet moments no one sees.

The women who show up with heart. Who show up with grit. Who show up even when it's hard.

Here's to the doers, the dreamers, the builders, the finishers. You are the heartbeat of every room you walk into. Cheer to you leading the holiday season at work, at home, and everywhere you always show up!



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Thank you for being a part of my tribe!