



The CEO of Everything Newsletter



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From the Editor: *Summer of Shifts*

Dear Tribe,

This year began full of promise, excitement, and opportunity—and I've been blessed beyond measure. It's been a while since my last newsletter, but the truth is: we can't do everything all the time. Some things fall away for a season, and that's okay. The good news? Seasons change. With summer winding down, I'm back to share a glimpse of life, leadership, and lessons learned with you.

Personal Shifts

Life at home looks different these days. Marcus graduates from the University of Phoenix next month with his Business degree and is already working at Drop Kick, diving into video and photography for entrepreneurs around Phoenix. Jaxon started his freshman year at

the University of Arizona. I'm both nervous and excited for him, as I try to patiently watch his new life in Tucson unfold. That leaves me, Tom, and Dolly (our spoiled Frenchie) navigating an almost-empty nest.

Professional Shifts

As of July 1, I'm officially a Partner and the CFO at Headfarmer— as long- time client and friend of the farm, moving from consultant to partner is greatest compliment I could ask for. Best part? It's part-time, so I continue to serve my other clients through The McVay Group just like I always have.

Season of Clarity

This summer taught me that intensity creates clarity. The grind strips you down, but the shift gives you the chance to rebuild—better, wiser, stronger.

Xoxo,
Carli A. McVay





The Power Piece: Own Your Mindset

Ownership isn't just about the equity you receive. True ownership is a mindset—about creating more equity than you're given.

When I stepped into partnership at Headfarmer, I had to be clear on my non-negotiables:

- **Freedom first.** I can't be tied down or put in a cage. I need the autonomy to roam, make changes, and move fast.
- **Clients stay with me.** My Women Plus clients and other strategic partners are non-negotiable. I adore these entrepreneurs and executives—I'm walking alongside them in their journeys. That doesn't stop. It can't stop. Commitment and loyalty matter.
- **Dress for your day.** Corporate may not love hats or comfy clothes. I do. Comfort fuels confidence, and I'll show up how I show up. Honestly? I'm the poster child for *Dress for Your Day*.
- **Presence with purpose.** A nice office is fine, but when I'm in person, you'll find me on the floor with the team—in the cube, collaborating, learning, and contributing. If I'm there, it's intentional.

Here's the truth: when you take ownership—and voice what you need—you stop waiting for permission and start creating momentum.

Ask yourself: Where in your life are you still renting instead of owning?
#ownershipmindset





Boss Moves 101: *Turn Your Busy Into Building*

For six months, I was maxed out. **But here's the truth: being maxed out is not the same as building.**

Why? Building creates momentum. Busy creates burnout.

***CEO Rule:** *Audit your hours like your CFO would.*

- Which hours actually create something that lasts?
- Which just keep the wheel spinning?

Action: *Cut one “busy” task this week. Replace it with one “builder” task.*

Because busy isn't progress—and builders play to win.



Hustler Hacks: *Max Out Your ROI*

. **Own, Don't Rent.** Stop borrowing confidence, approval, or permission. Equity grows when you own your choices fully.

. **Invest in Clarity.** The grind strips you down, but clarity rebuilds you. Spend time this month cutting what drains you and doubling down on what compounds.

. **Protect Your Non-Negotiables.** Money flows where boundaries live. Say yes to what builds equity—and no to what cages you.

Bottom line: *Wealth isn't just financial—it's freedom, clarity, and choice. Secure those, and the money follows.*



“If the shoe fits, own the company... in platforms.” -Carli McVay



CEO Playbook: *Reset the Season*

A reset isn't failure — it's fuel.

To reset well:

- Review what worked and what didn't.
- Re-align your energy with your actual priorities.
- Re-build routines that match this season of life.

Clarity isn't just about strategy — it's about capacity. Resetting is how you create space for the next big win.



Sneaker Peek: *Evolve Together Come Fall*

September is shaping up to be a month of big celebrations and big energy:

- *Marcus Graduates + Dolly turns 1 — and yes, there will parties!*
- *Fall brings event season start! The forecast is fashion, fun, and new friends!*
- *Work is all about Q3 execution and starting 2026 planning.*



Suits to Sweats: *Be SPOILed with Carli*

Seven Pillars of Intentional Living

Wealth: Closed Marcus's college chapter \$ and opened Jaxon's \$.

Spirituality: After 80+ hour weeks, I'm practicing slowness—asking: am I adding value, or just volume?

Relationships: The boys may be out, but FaceTime keeps me close. Tom and I are adjusting to "just us" life.

Career: Balancing two hustles — messy, but the stretch I needed.

Health: Guarding my energy like a 401(k): yes to rest, no to nonsense.

Wisdom: Letting my executive coach call me out on my time is all about strategic contributions!

Community: Dolly's puppy stage reminds me—growth is noisy, chaotic, and still worth it.

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THE MCVAY GROUP	OWNER COACH
Headfarmer	PARTNER CFO

Thank you for being a part of my tribe!