

# The CEO of Everything

THE MCVAY GROUP

March 25, 2026



## NEUTRALS ARE DISCIPLINED.

**Neutrals aren't boring.  
They're disciplined.**

They remove noise.  
They reduce decision fatigue.  
They create consistency.  
They make everything else more beautiful.

Spring can be the ultimate time to incorporate more neutrals into your work and life.

Everyone thinks spring should look like an Easter egg.

But to truly appreciate the season with its lightness, its warmth, its clarity, you have to be intentional about what "colors" you allow in.

Neutrals create that space.  
They don't compete.  
They support.  
They let what matters stand out.

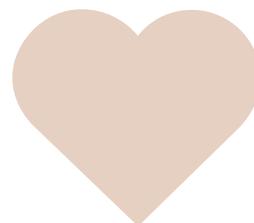
No excess. No noise. No confusion.

In this edition, we practice discipline.

Simple. Strong. Very you.

Very CEO of Everything!

*XOXO, CARLI*





# TMG INSIDERS

## APPLICATION OF NEUTRALS

**Neutrals aren't boring.  
They're disciplined.**

Where this shows up:

- In your wardrobe with pieces that layer without effort.
- In your calendar with time that isn't overfilled.
- In your work with clear priorities, not competing ones.
- In your environment with spaces that support focus, not distraction.

Neutrals aren't about color.

They're about control.

What repeats.

What integrates.

What holds, without effort.



## COMMUNICATION AS A NEUTRAL

High performers don't communicate for one moment.

They communicate for repeatability.

Neutrals show up in how you speak.  
Clear. Direct. No bullshit. Ever.

Stop overexplaining.

Stop overcomplicating.

Stop shifting tone depending on the room.

Ask yourself:

Is what I'm saying true to me?

Does it hold across audiences?

Does it stay consistent under pressure?

If not, it's not neutral.

It's nonsense, and nonsense doesn't get heard. It gets cancelled.



# THE MOTIVES

## NEUTRALIZE THE SHIT SHOW

If it feels like a hot mess, it is.

A shit show is the result of poor planning, and poor planning is a lack of discipline.

A CEO of Everything is the exact opposite.

In business, that looks like too freaking much of everything.

Ask yourself:

- Where are we operating without discipline?
- What are we keeping out of habit, not performance?
- What doesn't integrate, but we continue to carry?
- Where are we choosing more, instead of choosing better?

As Q2 begins, discipline looks like:

- Fewer, stronger revenue streams
- Systems that repeat and scale
- Metrics tied to performance, not history

Eliminate what doesn't. Live the discipline.

## NEUTRAL IS THE NEW BLACK

A **Spring capsule** is not about refreshing your wardrobe. It's about refining your baseline.

This season, the palette is disciplined tones of:

- Chocolate.
- Taupe.
- Cream.
- And, always, a little black

With olive and blush—used with intention.

Gold is the standard. Silver, when needed.

Everything mixes. Everything layers. Everything works.



Don't dress for the moment. Dress for alignment.

A CEO of Everything doesn't guess. She decides once and builds around it.

Nothing extra. Nothing forced. If it doesn't work across my work and life, it doesn't stay.

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# EMBRACING NEUTRALS

You don't need to do more.  
More options won't fix it.  
More discipline will.

This is how I operate:  
My work and home offices,  
My sanctuary I call home,  
My curated closet,  
Even my car,  
All sit within a neutral baseline.  
Everything works together.  
Everything feels consistent.  
Everything is predictable; it's done on purpose.

I don't waste energy deciding what fits.  
I've already decided what works.  
Color shows up when it matters intentional, not constant.  
A moment, not a distraction.

What you choose repeatedly matters more than what  
you add occasionally.

If it's not consistent,  
it's not working.

## March Madness Challenge

**What neutral can you bring to your  
life this Spring?**



## Springtime Mind, Body, And Spirit

- Reading on the sofa
- Walking my frenchie
- Cooking dinner for my hubby
- Sushi with the boys
- Bible study to realign
- Cheers with my girlfriends
- Watering my garden
- Stretching ALOT

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