



The CEO of Everything Newsletter



♦ September 2025

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Dear CEO Of Everything,

If you caught my August note, you know I've been focused on clarity and ownership this year. But September hits different — more boss energy, more momentum, more “let's go.” Big milestones at home (college grads + a new UA frat boy), bold moves at work (dream clients + freedom at Headfarmer), and a fresh season to reset strategy. Consider this your shot of CEO fuel for fall — because women like us don't coast; we build, refine, and own.

Personal Shifts

It's been a big month for our family! Marcus graduated from the University of Phoenix with his Business degree, and we celebrated huge with friends and family. Jaxon joined TKE at the University of Arizona. He is even going to class and

doing homework in additional all of the fun. Lastly our only daughter, Dolly (Frenchie), turned one. At home, Tom and I are adjusting to the “just us” season. It's so CLEAN!

Professional Shifts

Seeing as I love to chat, I've designated Q3 as my “Listening Tour” for all of my clients. The goal is to learn as much as I can to see where I can maximize the value I can provide. My time spent pausing to hear from teams, understanding culture, and see what's working before making big moves has been a game changer for my perspective. And of course, I just LOVE that!

♡
Xoxo,
Carli A. McVay



Boss Moves 101: *Play Like a Girl*

This month I had the privilege of supporting **Play Like a Girl**, hosted by my sister, Jaime McClure — Athletic Director at Arizona College Prep, Chandler.

More than **500 young lady athletes** came together to hear inspiring speakers, build teams, and learn what it means to dream big, play hard, and lead with confidence.

It was about more than sports — it was about resilience, leadership, and community. Watching them own their worth reminded me: **investing in the next generation of confident women is legacy work.**



Hustler Hacks: *Lead Yourself First*

Being a CEO starts with leading yourself.

Five quick wins for fall:

Prioritize: Focus on your top 3 tasks each day.

Protect: Block time for deep work & strategy.

Delegate: Empower your team so you can stay big picture.

Learn: Read, listen, and stay curious.

Rest: Protect your energy — a healthy leader leads better.

Small habits, practiced daily, **compound into big results.**

The Power Piece: Strategic Planning Just for YOU

Strategic planning isn't just about writing goals on paper — *it's about designing an environment where big thinking thrives.*

For me, that means:

- ✓ **A calm, focused office that sparks creativity**
- ✓ **A big whiteboard to map and refine ideas**
- ✓ **Protected time to think without distraction**

The right setting turns overwhelm into structure and strategy. **Create a space just for YOU that allows you to think BIG!**

BEHIND THE SCENES @ TMG



HAPPY BIRTHDAY DOLLY

FRESH START SIP & SOIREE

BOSS VIBES ONLY



PLAY LIKE A GIRL



MARCUS GRADUATES COLLEGE



Ceo Playbook: *Build your Plan B*

One income stream is risky. **Creating a Plan B (or C) is empowering.**

Side hustles, investments, and passion projects build freedom and a safety net when life throws curveballs.

Ask: What skills could earn extra income? What do I love that others would pay for?

Map a plan. Take small, steady steps. **Financial freedom isn't accidental.**

Sneaker Peek: *Evolve Together Come Fall*

I love celebrating client and community wins — **connection is everything.**

The Arizona State Fair is officially open! Support local vendors, grab a funnel cake, watch the shows, and soak in the vibes.
Sometimes the smartest move is to **pause and have fun.** 🎉🌟

Suits to Sweats: *Be Spoiled with Carli*

This month I had the joy of hosting our Boss Vibes event at Headfarmer — and wow, what a room. We brought together **40 powerhouse women leaders and entrepreneurs** for an afternoon of connection, growth, and unapologetic CEO energy.

We explored **executive presence** (own any room), **dressing for your body type**, **fall fashion trends**, and **personal brand personas** so every woman left ready to show up as her best self.

The energy was electric — equal parts **strategy and sisterhood.** Women shared stories, lifted one another, and walked away with tools to step into the season with clarity, style, and presence.

Favorite detail: my son **Marcus** captured it all behind the camera — a proud mom moment and a perfect way to showcase his growing creative career.

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THE MCVAY GROUP	OWNER COACH
Headfarmer	PARTNER CFO

Thank you for being a part of my tribe!