



Apr 2025

# The CEO of Everything Newsletter



## From the Editor: April in Bloom

Dear CEO of Everything,

April reminded me that growth doesn't always shout — sometimes, it whispers through cleanup, clarity, and quiet momentum.

This month, I deepened systems, brought on a new assistant, restructured an entity, and found calm in walks with Dolly (ok and Tom) and evenings on the patio (family and friends).

Clients were doing the same — cleaning house (literally and professionally), letting go of what's expired, and planting the seeds of what's next.

We also hosted a powerful Spring Women Entrepreneurs Collective event, focused on asset-building — the tangible and the intangible. That room reminded me: real wealth starts inside.

So if April felt less “loud” and more “reset,” trust it. You're not behind. You're being prepared.

Grateful to grow with you, Carli

Xoxo,  
Carli A. McVay

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## The Power Piece: Why Playing It Safe Is Costing You

Playing it safe doesn't protect you—it limits you.

The most successful CEOs don't wait for the perfect moment, because success rewards the decisive, not the hesitant; they bet on themselves, take bold risks, and pivot when needed.

Here's the truth:

- Hesitation costs more than action.
- Growth requires discomfort and uncertainty.
- The real risk? Staying the same.

This month... Make the move. Take the leap. #risktaker #entrepreneurlife



### Boss Moves 101: Make Faster Decisions

Success rewards speed, not perfection. Clarity comes because of action — not before it. Move fast to:

- ✓ Get real data, not fears.
- ✓ Take action, feel power.
- ✓ Stay ahead, don't stall.

CEO Rule: Live the 80/20 rule.  
80% right is 20% faster.  
Fast decisions build fast empires.



### Hustler Hacks: Time to Get Paid

⚡ Hack #1: Ask for the Upgrade

Closed mouths don't get raised rates.

⚡ Hack #2: Urgency Sells  
Deadlines close deals. Delay kills them.

⚡ Hack #3: Make It Easy  
Confusion costs you cash.  
Simplify the ask.



## CEO Playbook Insights: Clarity as a Style Worth Stealing

Most leaders don't fail because they aren't smart.

They fail because they aren't clear.

What are the outcomes of lack of clarity?

- If you aren't clear, you can't scale.
- If your team isn't clear, they can't win.
- If your clients aren't clear, they don't buy.

Clarity is the ultimate shortcut. It collapses timelines, speeds up decisions, and eliminates wasted energy.

It makes you magnetic, decisive, and dangerous — all at once. CEO Style to Steal:

- ✓ Cut the fluff. Say what you mean.
- ✓ Set clear expectations early and often.
- ✓ If you're confused, they're confused — fix it at the source.
- ✓ Before every meeting, launch, hire, or deal, ask:

“What does success look like — in one sentence?”

If you can't answer fast, you're not ready.

Bottom Line: Clarity builds trusting relationships. Vagueness drains them hard and fast.



## Spring Celebration

Connection: Be Asset Builders

Collaboration: Tangible &

Intangible Asset Building

Celebration: Ideas on how we can support each other to get there!



## Suits to Sweats: Carli's Little Big Wins, Seven Pillars of Intentional Living

**1** Wealth – Tightened my entity structure. Growth starts at the foundation. (When's the last time you reviewed yours?)

**2** Spirituality – Forgiveness for a lighter heart. (Who could you forgive today?)

**3** Relationships – Backyard nights are back. (Who's on your invite list?)

**4** Career – Hired a new assistant. New energy, new momentum. (Where can you create leverage?)

**5** Health – Grilling simple dinners: fresh meat, fresh salad, fresh start. (What's your go-to plate?)

**6** Wisdom – Re-reading my manuscript. The next chapter starts now. (What book could re-spark you?)

**7** Community – Dolly and I are walking new park routes. New paths, new smiles. (Can you take the long way home?)





## TMG Sneaker Peek: Helping You Bet on Yourself

May is for the brave ones — the women launching new businesses, walking away from what no longer fits, and choosing growth over comfort.

In our world, we're seeing it everywhere:

- 🌱 Clients are stepping out of roles they've outgrown.
- 🚀 Others are finally saying yes to the idea that's been tugging at them for years.
- 🌟 And some are simply pausing — to reset, reimagine, and rise again.

👑 May 8: Women's Leadership & Resilience Event (WEC + Women & Wine Crews)  
We are hosting a celebration for our strong women entrepreneurs for Mother's Day with an evening rooted in power and peace — real talk, body-led restoration, and a champagne toast to the women who do it all.

🏢 May 15: Headfarmer Open House (My Tribe is Invited!)

The doors are wide open — and so is the vision. Join us for a behind-the-scenes look at what we're creating at Headfarmer. Whether you're a client, collaborator, or part of the extended tribe, your presence matters. Come see what's next. RSVP to [carli@livethemcvaygroup.com](mailto:carli@livethemcvaygroup.com).

🔄 Leadership in Action: To everyone building something that outlives them — we see you. This season, we honor the pivot. The risk. The bloom. May Mantra: Let go, then grow. 🌱

*Thank you for being a part of my tribe!*

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