



YELLOW DOG DEFENSE CONSULTING
Simplifying Complexity.
Execution Architecture & Systems Doctrine.
Command Is The Way Forward

“A Yellow Dog Construction LLC company”

Yellow Dog Defense Consulting — The Capabilities Statement

Simplifying Complexity. Execution Architecture & Systems Doctrine.

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Proprietary Command Architecture — Not for Redistribution, For Pitch / Briefing Use Only

Deliberately limited public-digital exposure for OPSEC compliance

The Capabilities Statement

We build and install command architecture — a category distinct from consulting, coaching, and advisory services.

Who We Are

Established in 2023, Yellow Dog Defense Consulting is the **dedicated command architecture and systems doctrine division of Texas-based Yellow Dog Construction LLC (SDVOSB / HUBZone).**

Led by Joseph J. Rae II (US Army Retired, Aviation / CBRNe), **we deliver proprietary, pre-built command systems that are the long-proven U.S. military command operating system — adjusted and optimized for the defense industrial base.**

Groups of senior leaders can stand up, staff, govern, and defend these systems together. **We replace coordination paralysis with clear authority, enforced battle rhythm, and disciplined execution — the same principles that win in the cockpit and the command post.**

Our team combines operational leadership, executive experience, and real-world execution fluency across government, military, and defense-enterprise environments. We don't just understand the formalities and regulations of this industry — we have lived them, led through them, and now translate that hard-earned experience into ready-to-install command architecture.

Every product, briefing, and installation is grounded in applied experience — not theory, not slides, not generic advice. We design nothing we haven't executed under pressure.



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Our Core Offering

The 90/10 Doctrine

One Architecture. Five Pillars.

Ninety percent built and ready for immediate operational integration; the remaining ten percent reserved for your leadership-defined variables.

- **The 90/10 Model**
 - **S-Shop Execution Control**
 - **The Single Source of Information (SSOI)**
 - **Disciplined Battle Rhythm**
 - **DOE (Decision / Ownership / Execution)**
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What We Deliver

Everything is whiteboard briefed — the way true professionals actually work.

- 90/10 Doctrine Executive Briefing — 2–3 hour live whiteboard session for leadership groups
- 90/10 Doctrine Full-Day Workshop — Interactive mapping and activation roadmap
- Department or Program Activation — 20–25 page command node stand-up package
- Policy Letter Command Standards — Ten ready-made standing orders and cultural handbook
- Capstone Deep Governance Brief — Custom 70–100+ page protective doctrine
- Full System Installation & Coaching — 3–6 month rollout with retainers

Products you can brief, activate, install, and implement.

Applications

- Major Program Execution
- Supply Chain Command & Resilience



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- Governance & Executive Protection
- Rapid Department & Function Activation
- Cross-Functional Seam Command

Differentiators

- Enterprise insight paired with director-level operational execution
- Live whiteboard briefings for leadership groups — the way operators actually work
- Proprietary 90/10 Doctrine that helps you win programs and stay protected
- Immediate NDAA compliance with audit-ready governance
- Veteran-led command culture that delivers tempo where coordination fails
- On track for Facility Security Clearance (FCL) by 2027

Services and NAICS Codes

We deliver proprietary command architecture and execution doctrine tailored to the defense industrial base:

- **[NAICS 541611] Command Architecture & Systems Doctrine Consulting** – Design, activation, and installation of the 90/10 Doctrine command systems.
- **[NAICS 541690] Strategic Governance & Compliance Consulting** – NDAA 2026 readiness, audit committee briefs, and risk-mitigation frameworks.
- **[NAICS 541611] Operational Battle Rhythm & Execution Systems** – SSOI implementation, S-Shop structures, DOE processes, and policy letter command standards.
- **[NAICS 541611] Program & Department Activation** – Ready-to-execute 20–25 page CONOPs and command node stand-up.
- **[NAICS 541611] Deep Governance & Protective Doctrine Development** – Custom Capstone Deep Governance Briefs for board/audit defensibility.

Operational Credibility



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Yellow Dog Defense Consulting is built on the foundation of an established operating company with a demonstrated record of winning and executing federal contract work, including:

- **U.S. Army Corps of Engineers (USACE) Contract awarded 2024–2029 supporting federal infrastructure and regulated project execution.**

That history matters. It reflects the ability to operate inside formal government structures, meet regulated requirements, and deliver under consequence. Our command architecture offerings are grounded in that execution base — shaped by real-world operating pressure, not advisory abstraction.

Certifications

- SBA Service Disabled Veteran Owned Small Business: **(SDVOSB)**
- SBA Certified Small Business: **(SDB)**
- TEXAS Historic Underutilized Business : **(HUB-TX)**
- HubZone (Honey Grove Location) Certification: **Pending**

Joseph J. Rae II

President / CEO | Yellow Dog Defense Consulting

817-687-6420

Web: YellowDogDefenseConsulting.com

Email: YellowDog@YDConstructionLLC.com

TEXAS License #: 805236881

SAM UEI: TSLHAPDMYMW1

CAGE: 9PVD6

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Established 2023

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