



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 Marketing Prospectus

Simplifying Complexity. Execution Architecture & Systems Doctrine.

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

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The Marketing Prospectus

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

- Products you can **brief, activate, install, and implement.**
- **Everything is whiteboard briefed** — the direct, decision-grade method used in high-consequence environments.

Executive Summary

Yellow Dog Defense Consulting equips groups of senior leaders in the defense industrial base with **proprietary command systems built on the 90/10 Doctrine.** These systems eliminate organizational drift, enforce battle rhythm, and deliver NDAA-compliant traceability, ownership, and mitigation at enterprise scale.

We do not deliver generic consulting or PowerPoint decks. Every engagement is conducted as live whiteboard briefings — the disciplined, interactive style used by aviators and operators who must make decisions under pressure.

At the enterprise level, **we give C-suite and VP leaders clear strategic insight into NDAA demands and the hidden cost of coordination paralysis.** At the operational level, we equip directors and program teams with the exact tools and processes to execute with tempo and accountability.



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Our systems help leadership groups **win programs and stay protected** — with audit-ready governance and sustained operational advantage.

Company Overview

Founded in 2023, Yellow Dog Defense Consulting is the command architecture and systems doctrine division of Texas-based Yellow Dog Construction LLC. Led by Joseph J. Rae II (US Army Retired, Aviation / CBRNe), we combine decades of military command experience with deep defense-industrial expertise to deliver ready-made, customizable command systems that groups of senior leaders can stand up, staff, govern, and defend together.

Our core offering — the 90/10 Doctrine — replaces fragmented coordination with single-source truth, enforced battle rhythm, clear authority, and disciplined execution. These systems directly address NDAA-driven requirements while solving the internal execution decay that plagues large defense programs.

Core Values (LDRSHIP)

Yellow Dog Defense Consulting is built on the foundation of strong values, which guide our operations and decision-making processes. These values ensure that we uphold the highest standards in all aspects of our work:

- **Loyalty:** Commitment to the team, the people you work with, and the success of the company.
- **Duty:** Fulfilling obligations and being accountable for actions, ensuring contributions to team success.
- **Respect:** Treating people as they should be treated, valuing their contributions, and fostering a positive environment.
- **Selfless Service:** Prioritizing the needs of the team and mission ahead of personal desires.
- **Honor:** Adhering to ethical principles and doing what is right, even when no one is watching.
- **Integrity:** Being honest and trustworthy, ensuring actions align with personal values and principles.
- **Personal Courage:** Facing fear, danger, or adversity with bravery and determination, both physically and morally.



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Core Products

Yellow Dog Defense Consulting offers a focused suite of proprietary command architecture products built around the 90/10 Doctrine and delivered exclusively through live whiteboard briefings for groups of leadership.

- **90/10 Doctrine Executive Briefing** — High-impact 2–3 hour whiteboard session for leadership groups that demonstrates the full system and NDAA context.
- **90/10 Doctrine Full-Day Workshop** — Interactive whiteboard working session where leadership teams map the five pillars to their environment and build the foundation for activation.
- **Department or Program Activation** — Complete 20–25 page command node stand-up package (CONOP, rhythm, SSOI, DOE).
- **Policy Letter Command Standards Package** — Ten ready-made standing orders that lock in execution discipline.
- **Capstone Deep Governance Brief** — Custom 70–100+ page protective doctrine document for board and audit committee defensibility.
- **Full System Installation & Coaching** — Comprehensive 3–6 month rollout with ongoing whiteboard-supported coaching and retainers.

The 90/10 Doctrine at a Glance

Pre-Built. Installable. Governable.

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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Applications

Our 90/10 Doctrine command systems are applied across the defense industrial base to **deliver both enterprise strategic advantage and operational execution excellence for groups of leadership:**

- **Major Program Execution:** Restore tempo and compress decision cycles on complex acquisition and sustainment programs under NDAA pressure, enabling leadership teams to deliver on schedule and on budget while staying fully protected.
- **Supply Chain Command & Resilience:** Establish auditable command nodes that deliver deep-tier visibility, traceability, and operational accountability required by NDAA Section 836, giving Supply Chain and Sustainment leaders real control and risk mitigation.
- **Governance & Executive Protection:** Provide board-level defensibility through Capstone Deep Governance Briefs and clear command continuity structures, allowing C-suite and VP teams to demonstrate proactive ownership and audit readiness.
- **Rapid Department & Function Activation:** Stand up new organizations or mission areas with disciplined rhythm, ownership, and operational readiness from day one, giving directors the exact tools to execute without coordination drag.
- **Cross-Functional Seam Command:** Break coordination paralysis and integrate engineering, supply chain, operations, and strategy into a single, high-tempo command system, closing the dangerous seams where most programs lose time and advantage.

Ideal Buyer Profile

Groups of senior leaders in the defense industrial base who must deliver both strategic outcomes and operational execution under NDAA pressure.

Typical titles include:

- Vice Presidents and General Managers
- Program Managers and Directors
- Supply Chain and Sustainment Executives
- Business Development and Capture Leaders



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- Strategic Operations and Compliance Directors

These leaders recognize that **traditional coordination models are no longer sufficient**. They are actively seeking **command-level systems that deliver** measurable tempo, clear ownership, audit-ready governance, and a decisive competitive advantage.

How Engagements Start

Every engagement begins with a single, low-commitment first step delivered as a live whiteboard briefing for your leadership group.

1. **Schedule a 90/10 Doctrine Executive Briefing** (2–3 hours) This high-level, job-agnostic whiteboard session presents the complete command operating system. Leadership gains enterprise insight into NDAA demands and internal paralysis, plus clear operational understanding of how the system restores tempo.
2. **Proceed to the 90/10 Doctrine Full-Day Workshop** (when there is strong interest) This deep-dive, interactive whiteboard working session provides in-depth training on the doctrine and maps it directly to your specific roles and programs. Your leadership team actively builds the foundation for their own department or program activations and leaves with a clear, customized activation roadmap.

Note: The full **Department or Program Activation** (the complete 20–25 page professional command node stand-up package) is a separate offering that can be engaged after the Workshop if desired.

From there, engagements naturally follow our proven closed-loop path:

Executive Briefing → Full-Day Workshop → Department / Program Activation → Policy Letters & Command Culture Standards → Capstone Deep Governance Brief → Full System Installation & Coaching → Retainer Rhythm Enforcement

Services and NAICS Codes

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



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

Strategic Achievements

- Translated military command principles into a commercial command-architecture offering designed for the defense industrial base.
- Delivered executive-facing command activation and governance briefs that turned fragmented execution challenges into structured, decision-ready operating models.
- Architected pursuit, capture, and execution environments built to compress decision latency, enforce ownership, and sustain tempo under pressure.
- Commercialized the **90/10 Doctrine** into a ready-to-activate product suite for senior leaders facing statutory pressure, audit exposure, and internal execution decay.
- Built the physical and organizational foundation for future classified support through a **21-acre HUBZone-compliant headquarters** aligned to Facility Security Clearance objectives.
- Maintained disciplined safety, compliance, and execution standards across high-security and high-consequence operating environments.

Targeted Agencies and Prime Contractor Partnerships

We partner with major defense primes and support DoD, NASA, VA, and other agencies requiring NDAA-compliant command systems. Our SDVOSB/HUBZone status provides immediate advantages.



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Why Partner with Yellow Dog Defense Consulting?

- Enterprise insight combined with director-level operational execution.
- All engagements delivered as 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.
- FCL-ready infrastructure by 2027 for classified work.

Conclusion

Yellow Dog Defense Consulting installs the command systems the defense industrial base needs to win under NDAA 2026 pressure. We deliver both the strategic clarity C-suite leaders require and the operational discipline directors need to execute — keeping your programs on tempo and your organization protected.

Installation & Activation

- **Executive Briefing**
- **Workshop**
- **Activation**
- **Policy Letters**
- **Capstone**
- **Full Installation**
- **Retainer**

White Board Briefings

- **Live**
- **Decision-Grade**
- **Executable**



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Most organizations attempt to build these systems internally. **Few succeed because they are trying to design, align, and enforce the system at the same time.** We install what is already built.

We are not another “advisor” — **We are a Command Architecture provider.**

What You Leave With

- A defined command architecture tailored to your environment
- A leadership-aligned operating rhythm
- Clear ownership structures tied to execution
- A decision-ready operating picture (SSOI)
- A pathway to audit-ready governance and sustained tempo

Next Step:

Schedule a 90/10 Doctrine Executive Briefing to see the full system live and map it to your environment.

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