



Established 2023

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

“Operating Under Yellow Dog Construction LLC”

The Yellow Dog — The Marketing Prospectus

Simplifying Complexity. Execution Architecture & Systems Doctrine.

Command Is The Way Forward.

Proprietary Command Architecture — Not for Redistribution, For Pitch / Briefing Use Only
Deliberately limited public-digital exposure for OPSEC compliance

The Marketing Prospectus

CORE — Command Operating Rhythm & Execution

Powered by the 90/10 Doctrine

Opening Statement

The Yellow Dog builds and installs command architecture for leaders responsible for execution under pressure.

Modern organizations are not suffering from a lack of activity. They are suffering from scattered information, unclear ownership, delayed decisions, ungoverned risk, and execution systems that depend too heavily on informal coordination. Meetings occur. Dashboards exist. Reports are generated. Yet the same issues continue to drift because no command architecture forces decisions into ownership and ownership into measurable execution.

The Yellow Dog addresses that gap through **CORE — Command Operating Rhythm & Execution**.

CORE is an installable command architecture system powered by the **90/10 Doctrine**. It gives leadership a governed operating picture where ownership is visible, decisions are traceable, risk is surfaced early, and execution is driven through disciplined rhythm rather than informal follow-up.

We do not sell generic consulting, coaching, or advisory support.

We install command systems.



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Executive Summary

The Yellow Dog is the command architecture and execution systems identity operating under Yellow Dog Construction LLC.

Yellow Dog Construction LLC provides the physical and federal contracting foundation: secure construction, facilities support, site work, U.S. Army Corps of Engineers past performance, headquarters development, bonding growth, and Facility Security Clearance readiness. That foundation gives the company credibility in environments where discipline, safety, compliance, and execution matter.

The Yellow Dog provides the systems growth engine.

Through CORE — Command Operating Rhythm & Execution — The Yellow Dog helps senior leaders, program teams, defense-industrial organizations, federal contractors, funded technology companies, and high-consequence commercial operators regain control over execution. CORE is built for organizations where delays, unclear ownership, weak governance, or fragmented reporting create real cost.

CORE is powered by the 90/10 Doctrine, a command architecture built around five interlocking pillars: the 90/10 Model, S-Shop Execution Control, the Single Source of Information, Disciplined Battle Rhythm, and Decision / Ownership / Execution.

These pillars work together as one operating logic. Information becomes visible. Signals are structured. Decisions are made or escalated. Ownership is named. Action is tracked. Evidence is preserved. Execution is driven to closure.

At the executive level, CORE provides strategic visibility, governance traceability, and a defensible decision structure. At the operational level, it gives teams the templates, rhythm, ownership map, reporting structure, and closure discipline required to execute. At the transition level, it helps funded technologies, prototypes, and emerging capabilities move toward fielded, governed, operationally relevant outcomes.

The Yellow Dog is not another advisory firm.

The Yellow Dog installs command architecture where coordination is no longer enough.



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Company Overview

Yellow Dog Construction LLC was founded in 2023 as a veteran-led federal contractor headquartered in Texas. The company was built around disciplined execution, secure infrastructure, safety, compliance, and federal contracting credibility.

The company now operates through two integrated lines of effort.

The first is **Yellow Dog Construction LLC**, which provides secure construction, facilities support, site work, federal infrastructure execution, and headquarters development. This line creates stability, past performance, bonding support, and long-term classified-work readiness. The awarded U.S. Army Corps of Engineers Greers Ferry Boundary Line Maintenance contract demonstrated the company’s ability to compete, win, and execute federal work.

The second is **The Yellow Dog**, the company’s command architecture and execution systems identity. The Yellow Dog installs CORE, the productized application of the 90/10 Doctrine.

This dual structure matters. Yellow Dog is not a concept-only firm trying to sell leadership language from the outside. It is a company grounded in real execution, federal contracting, physical infrastructure, and command discipline. The same logic used to build and govern work in high-consequence environments is now being packaged into CORE for organizations that need to operate with greater rhythm, accountability, and control.

The Market Problem

Complexity is increasing faster than organizations can coordinate.

Defense primes, federal contractors, suppliers, funded technology companies, construction programs, facilities teams, and high-consequence commercial organizations are facing rising pressure from regulation, technology acceleration, funding requirements, audit expectations, supply chain exposure, cyber and data concerns, transition demands, and executive scrutiny.

Most organizations respond by adding more meetings, more tools, more dashboards, more reporting, and more follow-up.

That often creates visibility, but not control.



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A dashboard may show the problem, but it does not assign ownership. A meeting may discuss the issue, but it does not force a decision. A report may describe risk, but it does not guarantee mitigation. A project tracker may show status, but it does not create command.

The result is a dangerous gap between awareness and action.

That gap is where decision latency grows. It is where risk becomes normalized. It is where ownership becomes diffused. It is where programs lose tempo while everyone remains busy.

CORE was built for that gap.

The central problem is not lack of effort.

The central problem is lack of command architecture.

The CORE Answer

CORE — Command Operating Rhythm & Execution — installs the command system between complexity and execution.

CORE gives leadership a structured way to answer the questions that matter most:

What is happening? Why does it matter? Who owns it? What decision is required? What risk is growing? What evidence exists? What must close next? What must be escalated? What is drifting?

The system does not replace leadership judgment. It protects leadership judgment by giving it a disciplined structure to operate through.

CORE establishes the operating environment required for governed execution. It creates a Single Source of Information, defines ownership, sets rhythm, tracks decisions, surfaces risk, captures evidence, and ties action to closure.

The result is not simply better reporting. The result is a command environment where leaders can see what matters, decide faster, assign cleanly, and hold the system accountable.

CORE is not another project tracker.

CORE is the command layer that turns work into governed execution.



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The 90/10 Doctrine

The 90/10 Doctrine is the foundational command architecture behind The Yellow Dog’s systems work and governs CORE as its installed application.

The doctrine begins with a simple operating principle: ninety percent of the system should be built before friction arrives. Structure, reporting standards, battle rhythm, decision pathways, escalation triggers, templates, and closure mechanisms should not be invented in the middle of pressure. They should already exist.

The remaining ten percent belongs to leadership judgment, customer-specific conditions, mission variables, and real-time decision-making.

This balance protects executive focus. The machine is already built. Leadership directs it.

The doctrine is organized around five pillars.

The **90/10 Model** pre-builds the structure so the organization can activate quickly without reinventing process under stress.

S-Shop Execution Control provides the operating architecture. In the default model, functional shops feed one execution control point, usually the S-3 or equivalent CORE Operator. In commercial environments, those shops can be renamed, combined, expanded, or mapped to existing departments. The doctrine is fixed. The templates are configurable.

The **Single Source of Information** becomes the command’s authoritative operating picture. Every shop, department, function, or program feeds it. Every brief draws from it. Every decision traces back to it.

Disciplined Battle Rhythm provides the heartbeat. Daily, weekly, monthly, milestone, governance, and customer-defined rhythm events ensure that issues surface early and decisions are driven inside the cycle rather than allowed to age in silence.

Decision / Ownership / Execution is the closure mechanism. Every signal, issue, risk, opportunity, dependency, or friction point must receive a decision, a deliberate deferral, or an escalation path. Once a decision is made, one person owns the action. The owner drives it to measurable completion, accepted handoff, documented mitigation, or approved closure.

Together, these pillars turn coordination into command.



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CORE Product Structure

The Yellow Dog organizes CORE into four connected offerings: **CORE Architecture, CORE Governance, CORE Transition, and CORE Product.**

CORE Architecture is the base command architecture installation. It establishes the Single Source of Information, battle rhythm, ownership map, decision pathways, reporting standards, risk visibility, and execution traceability. This is the foundation for organizations that need command-level control over programs, departments, operations, transition efforts, or complex execution environments.

CORE Governance strengthens the installed system with documentation, policy, executive traceability, and defensible standards. It may include policy letters, command culture standards, Blue Book or handbook products, governance briefs, board and audit traceability products, risk evidence packages, decision logs, and closure documentation. Governance is not bureaucracy. Governance is proof of command.

CORE Transition applies the system to funded technologies and prototype-to-fielded-capability environments. It is designed for SBIR, STTR, ART, defense startup, dual-use technology, and transition teams that must move from funded development toward operational use. Prototype funding does not equal fielded capability. CORE Transition installs the command architecture that closes the gap.

CORE Product is the AI-enabled software and product development route. It is designed around natural-language Command Entry, AI-assisted structuring, human approval, SSOI update, dashboard display, Battle Rhythm Calendar tracking, configurable templates, standard command products, risk and evidence tracking, and governance traceability.

The initial CORE Product objective is a working command-system demonstrator that proves the loop:

natural-language Command Entry → AI structuring → human approval → SSOI update → dashboard display → Battle Rhythm Calendar tracking → command product generation.

AI does not command.

AI structures, summarizes, detects, drafts, and supports.

Humans approve, decide, own, and execute.



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How CORE Is Delivered

CORE is built to be briefed, workshopped, activated, installed, governed, and sustained.

The commercial path is simple:

Brief it. Workshop it. Build it. Install it. Sustain it.

A typical engagement begins with a **CORE Executive Briefing**, a focused two-to-three-hour whiteboard session that introduces the system, identifies execution drift, explains decision latency, and shows how command architecture applies to the customer’s environment.

When there is strong fit, the next step is a **CORE Full-Day Workshop**. This session moves from strategic context into practical application. Leadership maps friction, identifies ownership gaps, defines command rhythm, introduces the SSOI structure, and begins adapting CORE templates to real departments, programs, or functions.

A **CORE Department / Program Activation** then turns the concept into a ready-to-activate command node. This engagement builds the structure for a specific department, function, program, pursuit, transition effort, or operating environment. It may include the command node design, SSOI structure, battle rhythm, ownership map, DOE workflow, reporting templates, risk pathways, governance controls, and executive audit brief.

For organizations that require broader implementation, **CORE Full System Installation** embeds the system across departments, programs, or leadership structures. This is where the architecture moves from design to operation. The goal is not to produce a report. The goal is to make the command system function.

After installation, **Retainer Rhythm Enforcement** can help sustain the system. This includes recurring leadership support, command product review, battle rhythm refinement, governance updates, issue escalation support, and continued alignment to command intent.

The system is designed to stay alive.

Drift does not return quietly.

Why Whiteboard Briefings Matter

Every serious CORE engagement begins with live whiteboard work.



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The whiteboard is not a gimmick. It is the most direct way to make command architecture visible.

Whiteboard briefings allow leaders to see the operating logic, challenge assumptions, map their real environment, expose ownership gaps, identify decision latency, and understand how CORE would function inside their organization.

This matters because command architecture cannot be sold only as a document. It has to be seen. Leaders need to watch the system convert scattered information into structure. They need to see where risk enters, where ownership attaches, where decisions are made, and how actions move to closure.

The purpose is not presentation theater.

The purpose is command clarity.

Primary Applications

CORE applies where complexity exceeds coordination.

In **major program execution**, CORE helps leadership restore tempo, compress decision cycles, and manage execution across acquisition, construction, sustainment, transition, and operational environments. It brings structure to the friction points that slow programs down.

In **supply chain command and resilience**, CORE creates visibility into supplier risk, delivery constraints, resource issues, vendor dependencies, and mitigation ownership. It does not merely show that supply risk exists. It assigns ownership and tracks action.

In **governance and executive protection**, CORE Governance provides decision logs, risk records, evidence packages, policy reinforcement, and board or audit traceability products. It helps leaders prove how execution was governed.

In **rapid department and function activation**, CORE can stand up new departments, teams, transition cells, pursuit environments, or program structures with clear rhythm, ownership, reporting, and operating standards from day one.

In **cross-functional seam command**, CORE addresses the places where organizations most often lose time: the seams between engineering, supply chain, finance, operations, security, capture, and leadership.



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In **SBIR / STTR / ART transition**, CORE helps funded technologies move from prototype activity toward fielded capability by installing command architecture around sponsor demand, evidence readiness, integration dependencies, ownership, risk, and fielding pathway.

In **AI-enabled execution governance**, CORE Product supports the next layer of development: AI-assisted command support. The opportunity is not simply AI. The opportunity is AI commandability — the ability to govern, trace, and execute what AI helps produce.

What Leadership Gains

A CORE engagement gives leadership practical operating structure.

Depending on the engagement, the organization may receive a defined command architecture, a leadership-aligned operating rhythm, configured department templates, ownership maps, decision pathways, SSOI structure, risk and mitigation tracking, reporting standards, governance documentation, executive command products, activation roadmap, transition pathway, and sustained rhythm enforcement plan.

But the deeper gain is control.

Leadership gains a system that makes execution visible without relying on personality, memory, side-channel updates, or endless follow-up. It becomes easier to see what matters, where friction is growing, who owns the next action, what decision is required, and what evidence proves closure.

CORE helps organizations move from commentary to command.

Strategic Differentiators

The Yellow Dog’s primary differentiator is that CORE is doctrine-backed.

Most software products are feature-led. Most consulting products are advice-led. CORE is built from command doctrine before it becomes a product, dashboard, template, workshop, or software route.

That matters.



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The 90/10 Doctrine gives CORE a complete operating logic. It explains why the system has one operating picture, structured templates, S-shop mapping, battle rhythm, decision logs, ownership tracking, evidence discipline, governance products, and human-approved AI support.

CORE is also installable. The Yellow Dog does not simply recommend improvement. It installs structure, rhythm, ownership, governance products, and execution discipline.

It is configurable without becoming generic. CORE ships with a best-practice command architecture, but each customer can configure departments, functions, templates, and reporting lanes without breaking the doctrine.

It is governance-ready. The system creates traceability: what happened, why it mattered, who owned it, what decision was made, what action followed, and what evidence supports closure.

Finally, CORE is grounded in real consequence. The system is built from military command experience, aviation discipline, CBRN consequence management, interagency mission execution, federal contracting, and enterprise building.

It was not invented in a conference room.

It came from consequence.

Strategic Achievements

The Yellow Dog has already built the foundation required to advance CORE.

The company translated military command principles into a commercial command architecture offering, established the 90/10 Doctrine as the core intellectual foundation, developed CORE as the installable command system, and organized the offering into CORE Architecture, CORE Governance, CORE Transition, and CORE Product.

It has developed executive-facing command briefings, governance materials, department activation logic, policy products, workforce standards, and command culture documents that support system installation. It has also advanced the AI-enabled CORE Product concept, including natural-language Command Entry, AI structuring, SSOI update, dashboard logic, Battle Rhythm Calendar tracking, and command product generation.

At the company level, Yellow Dog Construction LLC provides the grounding: federal contracting registration, construction and facilities capability, U.S. Army Corps of Engineers past performance, Honey Grove headquarters development, and Facility Security Clearance readiness.



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This creates a practical and credible foundation for scaling The Yellow Dog as a command systems company.

Target Markets

The Yellow Dog targets environments where execution matters, ownership must be visible, risk must be governed, and complexity must be converted into command.

The first market is federal infrastructure and facilities work, where Yellow Dog Construction LLC provides secure construction, site support, facilities maintenance, environmental stewardship, and compliant project execution.

The second market is the defense industrial base, where leaders need command architecture, ownership visibility, battle rhythm, governance traceability, and execution control across programs, suppliers, departments, and operations.

The third market is SBIR / STTR / ART transition, where funded technology companies must move from development activity toward fielded, governed, operationally relevant capability.

The fourth market is strategic partners and integrators, including defense primes, AI and software developers, universities, research institutions, commercialization firms, and technology integrators.

The fifth market is broader high-consequence commercial work. CORE can apply wherever complexity exceeds coordination, including manufacturing, logistics, construction, aviation operations, utilities, emergency management, healthcare operations, energy, and fast-growing enterprise environments.

Defense is the first lane.

Command systems are the company.

NAICS Alignment

Yellow Dog Construction LLC and The Yellow Dog operate across construction, facilities support, command architecture, governance, training, technical consulting, software design, data support, and research and development.

Relevant NAICS coverage includes commercial and institutional building construction, site preparation, engineering services, graphic design, custom computer programming, computer



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systems design, other computer-related services, administrative management consulting, logistics and process consulting, other management consulting, scientific and technical consulting, research and development, data processing and hosting, facilities support, landscaping, and professional management development training.

This NAICS structure supports the company’s blended operating model:

Construction creates stability. CORE creates scale.

Why Partner With The Yellow Dog

Organizations partner with The Yellow Dog when they need more than advice.

They need command structure.

The Yellow Dog brings veteran-led command experience, federal contracting credibility, construction and facilities grounding, doctrine-backed execution architecture, live whiteboard activation, configurable templates, governance traceability, transition support, and a future AI-enabled product path.

Most organizations attempt to build these systems internally. Few succeed because they are trying to design, align, enforce, and operate the system at the same time.

The Yellow Dog installs what is already built.

Next Step

The recommended first step is a **CORE Executive Briefing**.

This two-to-three-hour live whiteboard session introduces the system, maps it to the customer’s environment, and shows how CORE can close the gap between visibility and action.

The briefing is designed for leaders who want to understand where coordination is failing, where decision latency is growing, where ownership is unclear, and how command architecture can restore execution control.

Schedule a CORE Executive Briefing to see the command system live and begin mapping it to your organization’s risks, programs, departments, transition efforts, and execution environment.



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Closing Statement

The Yellow Dog exists because coordination is no longer enough.

The organizations that win the next decade will be the ones that can command complexity. They will need one operating picture. They will need named ownership. They will need disciplined rhythm. They will need evidence. They will need decision traceability. They will need risk visibility. They will need execution closure.

They will need command architecture.

The Yellow Dog installs CORE — Command Operating Rhythm & Execution — powered by the 90/10 Doctrine.

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