



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 Recruiting & Culture Memo

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The Recruiting & Culture Memo

Preface

This excerpt is drawn from The Yellow Dog’s business development, capture, and command culture doctrine. It was written as a recruiting memo, but its purpose extends beyond recruiting.

It captures the leadership philosophy, urgency, operating standard, and execution discipline expected from teams operating inside the 90/10 Doctrine and CORE — Command Operating Rhythm & Execution.

This memo is not marketing language.

It is a direct reflection of how The Yellow Dog approaches leadership, team construction, and execution under pressure.

The environments we serve do not tolerate delay, ambiguity, misalignment, or unowned work. As a result, we build teams and systems that prioritize clarity of intent, speed of action, disciplined rhythm, and named ownership at every level.

Culture is not an afterthought.

It is deliberately engineered as part of the command architecture.

At The Yellow Dog, recruiting is not simply about filling positions. It is about selecting operators who can function inside a system that demands accountability, decision-making, and forward movement without constant supervision.



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We look for individuals who understand that execution is the standard, not the exception, and who are prepared to operate within a defined rhythm where performance is visible, measurable, and tied directly to outcomes.

This philosophy extends beyond internal teams.

It is the same standard we bring to clients.

Organizations do not fail because they lack talent. They fail because talent is not aligned, structured, empowered, and governed inside a system that enforces action.

The 90/10 Doctrine and CORE solve that problem.

The memo that follows is a clear example of how we set expectations, build culture, and activate execution from day one.

"The Warfighters of Business Development"

THROW UP THE FLAG

Recruitment Memo – Business Development & Capture Command

If you're reading this, it's not by accident.

You've spent your career outpacing mediocrity. You've led when others waited. You've won without needing the spotlight, because you were too busy doing the work.

And maybe, just maybe, you've been waiting for something worthy of your time.

Well, here it is.

This is the **Business Development & Capture Command**.

We don't build PowerPoints.

We build classified pursuit dominance.

We shape the market. We outpace competitors. **We win.**

We don't ask for permission. We take the mission, move fast, and execute with precision.

We live by battle rhythm. **We operate like a TOC.**



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We brief outcomes, not status. We don't wait to be told.

We are the **elite of the elite**, a hand-picked 18-man crew of disciplined professionals executing SAP-classified BD and Capture at speed.

This isn't a job. This is a command billet.

If you're an operator tired of noise, delay, and bureaucracy, this is your way out.

If you want to work for a Commander who backs you, leads from the front, and runs toward the mission, **you've found your team.**

We are activating now. The doctrine is written. The mission is real. The flag is raised.

You want in?

Move.

Joseph J. Rae II

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