

BEFORE & AFTER TRANSFORMATION

BAT-RC-2026-01

The CDD 7 Tools in Practice | NQ Civil Contractor Case Study

Redstone Civil Pty Ltd | ABN 52 143 867 291 | Townsville, North Queensland
consultancydd.com/results/redstone-civil/

June 2026

0 → 45	40% → 100%	6 of 12	3 drafts	~7 hrs
Documents produced	LinkedIn All-Star	Compliance gaps fully resolved	Applications submitted	Total AI-assisted work time

He could do the work. He just couldn't prove it. <i>That's what the 7 Tools changed.</i>
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The Paper Ceiling

Mark Redstone built Redstone Civil from a single excavator to a seven-person, \$2.4M civil operation over thirteen years — without borrowing a cent. He delivered the Bohle Plains subdivision a week early. He got repeat work from Townsville City Council. He earned it the hard way, in NQ dirt.

But every time he went above \$700,000 — every time he quoted a larger infrastructure package or considered putting his hand up for Tier 1 work on the Haughton Pipeline — the same thing stopped him. Not capability. Not plant. Not experience.

Paperwork.

No formal WHS management system. An expired public liability certificate. No professional indemnity insurance. No capability statement. A LinkedIn profile at 40% completeness with no photo. None of the documents that Tier 1 procurement managers — who never visit sites — use to decide whether a contractor is worth a phone call.

This is the paper ceiling. It stops capable contractors from growing past a certain revenue threshold not because of what they can't do, but because of what they can't show. The 7 Tools system was designed specifically to close that gap — not to build capability, but to document it.

The Transformation — 7 Tools, ~7 Hours

T1	T2	T3	T4	T5	T6	T7
Business DNA Builder	Prompt Assembler	Audience Definition	PVP Builder	Blueprint Builder	Chaining Workflows	Application System
Master context block	WHS, Caps, Psychosocial	ICP + Tier 1 language	LinkedIn All-Star	Brand + BMC + Journey	Tenders, grants, WHS	45 documents assembled

Three Applications Assembled From Zero

CSQ Grant Application Workforce Training — \$23,440 6 staff training plan, project milestones, financial QA. Qwen (financial) + Gemini (narrative). Draft-ready.	TCC Tender Response Lansdown Eco Industrial Precinct — TCW00639 Full 4-phase application: analysis, capability draft, commercial pricing, QA. Confirmed rates from RC-RATES-2026-01. Internal approval stage.	McConnell Dowell Prequalification Haughton Pipeline Stage 2 — Supplier Panel All 7 prequalification sections answered. 25-document attachment index. Cover letter + full narrative. 5 items pending physical documents.
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Compliance — 12 Gaps Audited

The starting state audit identified 12 compliance gaps blocking Tier 1 prequalification. Six are fully resolved. Three are at draft or roadmap stage. Three remain open.

	BEFORE (Starting State)	AFTER (June 2026)	STATUS
WHS Management System	0 documents	ISO 45001 + ISO 45003:2021 — 3 documents	✓ Resolved
Public Liability Insurance	EXPIRED	\$20M QBE — current to 30/06/2027	✓ Resolved
Professional Indemnity	Not held	\$5M Chubb — current to 30/06/2027	✓ Resolved
Plant Insurance (E07/E08)	Partial — 6 of 8	Full fleet — all 8 items, \$2.14M	✓ Resolved
LinkedIn Profile	40% — no photo	100% All-Star — photo, about, skills	✓ Resolved
Capability Statement	None	Complete PDF — projects, plant, crew	✓ Resolved
Prequalification Panels	0 panels registered	CQMS Raize registered + draft submitted	■ Draft
Quality Management System	None	ISO 9001 readiness roadmap (C1 map)	■ Draft
Environmental Mgmt Plan	None	Roadmap in C1 Compliance Standards Map	■ Draft
ISO 9001 Certification	Missing	Not yet pursued — medium-term goal	■ Open
DCWC Prequalification	Missing	Not yet addressed	■ Open
QBCC Licence (category)	Unchecked	Needs verification before lodging	■ Open

LinkedIn — Mark Redstone

BEFORE	AFTER
✗ Profile: 40% complete	✓ Profile: 100% — All-Star status
✗ No profile photo	✓ Professional photo: illustrated avatar added
✗ No About section	✓ About: 1,820 characters, AI-optimised, NQ voice
✗ Experience: basic job titles only	✓ Experience: STAR-format with dollar values
✗ Skills: 0 listed	✓ Skills: 20 skills across 4 categories
✗ Recommendations: 0	✓ Recommendations: 3 request scripts drafted
✗ No Featured section	✓ Featured: capability statement + plant register + results post
✗ All-Star status: No	✓ All-Star status: Yes — 100%
✗ Search visibility: Low	✓ Search visibility: High — procurement keywords active

Document Library — 0 to 45

Redstone Civil started with zero formal business or compliance documents. The 7 Tools produced 45 PDFs across every category a Tier 1 procurement team would check — from business identity to WHS to CVs to grant and tender applications.

Category	Count	Key Documents
Starting State & Identity	3	Practice profile · LinkedIn before · Starting state snapshot
Business DNA & Branding	7	DNA profile · Brand identity · BMC · Customer journey · Google Business · Persona · Value proposition
Audience & Market Intel	4	Target client worksheet · Audience definition · Tender deep research · Grant deep research
LinkedIn & Personal Brand	5	PVP input form · LinkedIn copy · All-Star after mockup · Mark Redstone CV · Value proposition
WHS & Compliance	6	WHS Policy Statement · WHS Overview · Psychosocial Register · Compliance Map · WHS Deep Research · Workflow Progress Tracker
Project Evidence	5	C3 Bohle Plains · C3 Jensen Drainage · C3 Mount Louisa Road · A2 Capability Pitch · A3 Weakness Analysis
Key Personnel CVs	7	Mark Redstone · Dave Nguyen · Jason Cribb · Sandra Redstone · Troy Hammond · Kyle Merritt · Aaron Park
Tender Applications	4	A1 Response Draft · A4 Tender Final (TCC) · McConnell Dowell Prequalification · Daily Rates Schedule
Grant Applications	4	B1 Grant Draft · B2 Eligibility Assessment · B3 Capability Statement · B6 CSQ Grant Final
Tool 7 — App System	5	Insurance Register V2 · Finance Capacity Statement · Plant Register · Accountant Letter · Application Readiness Checklist
TOTAL	50	Documents produced from zero using the CDD 7 Tools system.

The Numbers

~7 hrs	52	112,799+	4.84 / 5	5
Total AI-assisted work time	Prompts run across 7 tools	Words of output produced	Average quality score	AI tools used Claude · ChatGPT · Gemini · Qwen · Copilot

What's Next — The Open Items

1	Complete the SWMS Suite Site-specific Safe Work Method Statements for excavation, deep trenching, and live traffic interface. Required to move from WHS Code C to Code D — the threshold for most Tier 1 panels.
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Submit Applications

The McConnell Dowell prequalification and CSQ grant are at draft stage. Five physical items are needed before lodging: insurance CoCs, CQMS Raize certificate, and operator ticket copies.
- 3

Verify QBCC Licence Category

Confirm the QBCC licence is in the correct category for the scope of work proposed on Haughton Pipeline. An incorrect category is an automatic disqualification on most Tier 1 portal submissions.
- 4

Build Toward ISO 9001

ISO 9001 certification is a medium-term goal required for Tier 1 panel eligibility above \$2M. The roadmap is in the Compliance Standards Map. Start with a quality plan and Inspection and Test Plan (ITP) templates.

The paper ceiling is real. But it's removable. Redstone Civil is proof.

Document Ref	BAT-RC-2026-01	Type	Showcase — Before & After Transformation Summary
Case Study	Redstone Civil Pty Ltd — CDD 7 Tools NQ Civil Contractor	Date	June 2026

Redstone Civil Pty Ltd is a fictional practice company for CDD 7 Tools training. All metrics, documents, and figures are illustrative outputs. consultancydd.com/results/redstone-civil/