

From Paper Ceiling to Tier 1 Ready

How a North Queensland civil contractor built 45 documents, closed 6 compliance gaps, and assembled three Tier 1 applications using the CDD 7 Tools system — in approximately seven hours.

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BUSINESS SNAPSHOT

Company: Redstone Civil Pty Ltd
ABN: 52 143 867 291 (fictional)
Sector: NQ Civil Earthmoving & Construction
Location: Garbutt, Townsville QLD
Founded: 2013 · 13 years operating
Owner: Mark Redstone — Director
Revenue: ~\$2.4M per annum
Team: 7 people — 4 FT + 3 casual
Plant: 8 owned items — \$2.14M fleet

THE PROBLEM

Mark Redstone is a proven NQ civil contractor. Thirteen years in the industry. \$2.4M revenue. Five projects delivered on time or early. Zero defect rectifications.

But he was stuck. Every quote above \$700K hit the same wall: no WHS management system, an expired public liability certificate, no professional indemnity, no capability statement, a LinkedIn profile at 40% with no photo.

He could do the work. He just couldn't prove it.

12	0	40%	\$700K
compliance gaps at starting state	formal documents in the library	LinkedIn profile completeness	effective project ceiling

THE PAPER CEILING

The Gap Between Capability and Documentation

The paper ceiling is not unique to Redstone Civil. It is the growth barrier that stops capable trade businesses at a predictable revenue threshold — usually somewhere between \$500K and \$1M in annual turnover — not because of what they can't do, but because of what they can't show.

Tier 1 contractors like McConnell Dowell and John Holland do not visit sites to assess subcontractors. Their procurement teams work from portals and checklists. If the documentation isn't there, the contractor doesn't exist — regardless of how many projects they've successfully delivered.

"The gap between what Mark could do and what he could prove was worth at least \$1.5M in annual revenue — the difference between a \$700K ceiling and Tier 1 subcontract work on the Haughton Pipeline."

THE SYSTEM

Seven Tools. Seven Hours. Five AI Models.

The CDD 7 Tools system is a structured sequence of AI-powered prompts and chaining workflows that takes a business owner through the documentation process in a logical order. Each tool builds on the one before it. The output of Tool 1 feeds into Tool 2. The output of Tool 6 feeds into Tool 7. Nothing is wasted.

Tool	Name	What It Built for Redstone Civil
1	Business DNA Builder	Master context block — company, team, plant, projects, goals. The foundation every downstream prompt draws from.
2	Prompt Assembler	WHS Policy Overview, Psychosocial Risk Register, Capabilities Statement, Capacity Statement. 5 documents from a single session.
3	Audience Definition	Three ICP profiles targeting McConnell Dowell, John Holland, and Fulton Hogan NQ. The language that speaks to procurement teams.
4	PVP Builder	Mark Redstone's LinkedIn rebuilt from 40% to 100% All-Star. Full copy package — About, Experience (STAR-format), Skills, Featured.
5	Blueprint Builder	Brand Identity, Business Model Canvas, Customer Journey Map, Google Business Profile copy. The commercial framework.
6	Chaining Workflows	WHS Policy Statement (ISO 45001 + 45003:2021), project case studies (Bohle Plains, Jensen Drainage, Mount Louisa Road), tender drafts, grant research, compliance map, LinkedIn posts.
7	Application System	Three complete application packages: CSQ grant (\$23,440), TCC tender (TCW00639), McConnell Dowell prequalification (25 attachment documents). CVs for all 7 staff. Insurance Register V2. Application Readiness Checklist.

Five AI tools contributed across the run: Claude, ChatGPT, Gemini, Qwen (local via LM Studio), and Copilot. Financial data was kept in Qwen — local AI only — so sensitive revenue figures and rate structures never left the device.

THE RESULTS

What Changed in Seven Hours

45+	6/12	100%	4.87	3
documents produced	compliance gaps fully resolved	LinkedIn All-Star	avg quality score (of 5)	applications assembled

Compliance — The 12 Gaps

Gap	Before	After	Status
WHS Management System	0 documents	ISO 45001 + ISO 45003:2021 — 3 docs	✓ Closed
Public Liability Insurance	EXPIRED — \$10M GIO	\$20M QBE — current 30/06/2027	✓ Closed
Professional Indemnity	Not held	\$5M Chubb — current 30/06/2027	✓ Closed
Plant Insurance (E07/E08)	6 of 8 items	All 8 — \$2.14M — Shannon's fleet	✓ Closed
LinkedIn Profile	40% — no photo	100% All-Star — photo, about, skills	✓ Closed
Capability Statement	None	Complete PDF — projects, plant, crew	✓ Closed
Quality Management System	None	ISO 9001 roadmap documented	■ Partial
Prequalification Panels	0 registered	McConnell Dowell draft ready to lodge	■ Partial
ISO 9001, DCWC, QBCC licence	Not addressed	Prioritised action plan produced	■ Open

Three Applications Assembled From Zero

CSQ Workforce Training Grant \$23,440 · 6 staff · Phase 1–4 complete Certificate III training for operators and WHS short course for the director. Full 4-phase application: eligibility assessment, narrative draft, financial QA (Qwen local), final polished submission.	TCC Tender — TCW00639 Lansdown Eco Industrial Precinct · \$1.5M–\$3.5M Intersection upgrade for Townsville City Council. V2 re-run with confirmed single-figure rates from the Daily Rates Schedule. Method statement, WHS plan, capability narrative, commercial pricing — all four phases.	McConnell Dowell Prequalification Haughton Pipeline Stage 2 Supplier Panel 7 sections answered. 25 attachment documents indexed. Cover letter in plain NQ trade voice. All 7 CVs produced. Insurance Register V2 with PI added. Zero hard blockers. Five physical items pending before portal submission.
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THE LESSON

Five Things Every Trade Business Can Take From This

1

The DNA block is the multiplier.

Every document produced in this case study drew from a single master context block built in Tool 1. The more accurate and complete that block, the better every downstream output becomes. Updating it as the business grows compounds the value — every new tool run improves automatically.

2

Financial data stays local.

Revenue figures, rate structures, and financial capacity data were run through Qwen on a local device — not sent to cloud AI. This is the correct workflow for any prompt containing actual business financials. The cloud AI handles the narrative; the local AI handles the numbers.

3

The paper ceiling is specific, not general.

Redstone Civil didn't need every possible document. They needed the twelve specific things that were blocking Tier 1 access. The 7 Tools system is designed to close known gaps systematically, not produce documents for their own sake.

4

Quality beats speed — but you can have both.

The average quality score across 52 prompts was 4.87 out of 5. This wasn't achieved by rushing. Each tool was run methodically, with iterations where needed. The ~7 hours reflects systematic execution, not brute-force output.

5

The tools work in a cycle, not just a line.

When the WHS system moved from Code A to Code C, the Business DNA block was updated to reflect it. That update cascaded into every subsequent document automatically. The loop — Tool 1 → Tools 2–7 → back to Tool 1 — is where the compounding happens.

What's Next for Redstone Civil

The document library is complete. The three applications are ready to lodge pending five physical items (insurance CoCs, CQMS certificate, operator tickets). The immediate priorities: submit the McConnell Dowell prequalification, build the SWMS suite to reach WHS Code D, and begin the ISO 9001 gap assessment.

The business that started with twelve compliance gaps and zero documents now has a 45-document library, three active applications, and a clear action plan to reach full Tier 1 eligibility within the next quarter.

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The Redstone Civil practice company profile, all input resources, and all output deliverables are available at consultancydd.com/results/redstone-civil/

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Redstone Civil Pty Ltd is a fictional practice company. All projects, financials, personnel, and compliance details are illustrative only. This case study was produced using the CDD 7 Tools system at consultancydd.com/