



INTENT MAP

From Chapter 2 of *AI and the Art of Being Human*

WHAT IT IS

A simple visual tool that makes your values visible before momentum or pressure takes decisions away from you.

WHERE YOU WOULD USE IT

- Before implementing any AI system in your organization
- When speed and ethics seem to conflict
- When you need to clarify what matters most in a project
- When your team needs alignment on non-negotiables

THE TOOL:

Four Quadrants (Draw A Simple Grid)

1. **Values** (upper left): What you refuse to compromise, no matter the pressure
2. **Desired Outcomes** (upper right): The specific, concrete outcomes or changes you’re seeking
3. **Guardrails** (lower left): Hard boundaries—what you absolutely won’t do
4. **Metrics** (lower right): How you’ll measure what actually matters, not only what’s easy to count

The Intent Map

Values	Desired Outcomes
Guardrails	Metrics

HOW TO USE IT

Draw a simple grid—this could be on a napkin. Fill each quadrant in order, spending no more than an hour on your first version. Start with Values (your non-negotiables), then Outcomes (what specific change you want), then Guardrails (your “never do this” boundaries), finally Metrics (measuring meaning, not just numbers). The magic is in how they connect: values without metrics are just words; metrics without values optimize for the wrong things. Review monthly and adjust based on what you’re learning.