

WHAT IF

ENGINEERING

What is left for you to do when AI can do the work



/goal

FRU NDE

Intent Engineering.

The workbook



F R U N D E

Intent Engineering: The workbook

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This book describes a way of working. It is not professional advice and promises no result.

On the cover: a field of scattered marks that turn, the nearer they come, toward one point.

First edition, 2026.

fru.dev

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Write the vision, and make it plain.



A NOTE

Before you start

This workbook goes with the book *Intent Engineering*. Print it, and write in it by hand.

Each page is one step of the book's three moves. Work through them in order the first time: find what you want, write it as a contract and test it, then keep it by handing it off and reviewing it. After that, come back to the pages you need. The intent contract and the decision log are the two you will use most.

Date every page. When you change your mind, cross the old line out and write the new one beside it. Reserve the right to change your mind, even in the opposite direction.

You can read the whole book online at ie.fru.dev.

Fru

The playbook on one page

1

Find it

Ask why until you reach the intent under the task, probe it by doing, and measure the gap between what you say and do.

2

Write it

One contract of six sections, trade-offs that cost something, and the swap test: does someone else make your call?

3

Keep it

Hand it off with authority and stop conditions, review it monthly and on each new model, and change it on purpose.

The pages

Twelve pages to write on.

THE PAGES · INTRODUCTION

The magic wand

IF IT COULD DO ANYTHING, I WOULD ASK FOR

WHY THAT, AND WHY AGAIN

WHAT I WOULD NEVER WANT IT TO DO ON THE WAY

My five whys

WHAT I ASKED FOR

WHY, AND WHY AGAIN

THE REAL INTENT, AND THREE OTHER WAYS TO REACH IT

My intent contract, the top

PURPOSE

OUTCOMES, EACH WITH A REASON

TRADE-OFFS: THIS OVER THAT

My intent contract, the rest

BOUNDARIES: NEVER, MAY, MUST ASK

MEASURES, AND WHEN TO STOP

OWNER AND DECISIONS, DATE, NEXT REVIEW

Three trade-offs that cost something

THIS OVER THAT, AND WHO MIGHT CHOOSE THE
OTHER SIDE

THIS OVER THAT, AND WHO MIGHT CHOOSE THE
OTHER SIDE

THIS OVER THAT, AND WHO MIGHT CHOOSE THE
OTHER SIDE

My intent map

MY INTENTS

WHERE THEY HELP OR PULL AGAINST EACH OTHER

HOW I SETTLE EACH CONFLICT

A swap test

THE HARD DECISION, AND NO RULE SETTLES IT

MY CALL, AND WHY

THE OTHER READER'S CALL, AND WHAT THE GAP SHOWS

Intent evals

A PAST DECISION: THE SITUATION

THE CALL I MADE, AND WHY

DOES A FRESH READER STILL MAKE IT?

The intent audit

PURPOSE, OUTCOMES, TRADE-OFFS

BOUNDARIES, MEASURES, OWNER AND DECISIONS

WHAT I COULD NOT ANSWER

A hand-off

THE JOB, AND THE PART OF THE CONTRACT IT NEEDS

WHAT THE AGENT MAY DECIDE, AND WHEN IT MUST STOP

HOW IT REPORTS BACK

My system prompt for life

WHAT I ALWAYS WANT ANY AI TO KNOW ABOUT ME

WHAT IT MUST NEVER DO FOR ME

WHAT MAKES THE WORK MINE

My yearly review

WHAT I WANTED THIS YEAR, AND WHAT I DID

WHAT I AM CHANGING MY MIND ABOUT

MY INTENT FOR THE YEAR AHEAD

ABOUT

The author



I am an enterprise seller. As a sales engineer, and then as a leader of sales engineers, I have spent my career walking large companies through change: first the move from the data center to the cloud, and now AI.

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