

Intent and Values — [Name / Organization]

AI guidance document — load alongside context documents. This is the compass. Context documents are the map.

What This Document Is For

Context documents tell an AI what to do and how to do it. This document tells an AI *why* — and toward what end.

When instructions are unclear, when tradeoffs must be made, when the right answer isn't obvious from context alone — consult this document. It is the compass. The context documents are the map.

Core Values

List 3–7 values that are genuinely operational — not aspirational slogans. For each, write 2–4 sentences explaining what it means in practice. These should be filters for decisions, not decorations.

[Value 1]

[What does this mean in practice? What decisions does it affect?]

[Value 2]

[What does this mean in practice? What decisions does it affect?]

[Value 3]

[What does this mean in practice? What decisions does it affect?]

Professional Ethics

How do you want to behave toward clients, collaborators, and the market? What are the lines you will not cross? What do people deserve from you?

Honesty with clients

[Describe your standard for honest communication with clients.]

Solving the real problem

[How do you approach the gap between what clients ask for and what they actually need?]

Pricing and fairness

[What is your philosophy on charging for work?]

What you will not tolerate

[Describe behaviors or situations that are disqualifying in clients or collaborators.]

Creative or Professional Vision

What is the work for, beyond its immediate function? What standard do you hold it to? What should it do for the people who encounter it? Adapt or remove this section if not relevant to your domain.

[Describe your vision for the work itself — what it should achieve, what it should mean, what quality standard you hold it to beyond the technical or commercial requirements.]

Long-Term Goals

What does success look like in 10–15 years? Be specific and honest — not a press release version, but the real answer.

[Describe what a successful life or organization looks like over the long term. Financial, creative, human, legacy — whatever dimensions matter to you.]

Legacy

What do you want your work to leave behind? Not monuments — transmission. What should persist after the immediate work is done?

[Describe what you want to pass on — knowledge, work, impact, demonstration of what is possible.]

How to Use This Document

When making recommendations: Filter through the values above. A technically correct answer that violates the ethics is not a good answer.

When facing ambiguity: Ask which option is more honest, more useful to the person in front of you, more likely to leave things better.

When asked to prioritize: Return to the core values. They are listed in order of precedence.

Domain-specific guidance: [Add any domain-specific instructions — e.g., 'When the work is art, ask if it means something.']

Related Context Documents

→ [Context doc name]: see [filename].md

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