
WORKSHOP GUIDE

Intent-Driven Design

Fundamentals

A Practical Guide to Working Smarter with AI

Jamie Bykov-Brett | Bykov-Brett Enterprises

Turn Intent Into Impact.

Intent-Driven Design

AI is fundamentally intent-driven. The clearer you are about what you want, the better the result.

THE CORE IDEA

01

If You Can Imagine It, You Can Create It

AI tools are driven by your intent. When you communicate clearly what you want to achieve, the technology delivers. Clarity is the single biggest factor in AI output quality.

WHY IT MATTERS

02

Clarity Equals Quality

You don't need to understand how AI works to use it. In the same way you don't need to understand SMTP to send an email. Focus on what you want, not how it works.

"Intent is the new interface."

The Prompt as a Product Spec

Structure your intent like a brief. Four elements that transform vague requests into precise outputs.

01

Intent

What outcome do you want?
Start with the end result, not the process.

02

Constraints

What to avoid? Limits, tone, length, style. Boundaries sharpen output.

03

Evidence

What context and data?
Examples, references, background information.

04

Format

What should the output look like? Structure, length, medium, layout.

The AI Spectrum

From simple automation to autonomous systems. Each level adds capability and independence.

01

Automation

Trigger > Task > Output. Fixed rules, no decisions. Runs the same way every time.

Trigger → Task → Output

02

Assistant

Query > Process > Response. Understands context. Responds to your questions on demand.

Query → Process → Response

03

Agent

Query > Plan > Execute > Reflect > Response. Makes decisions, takes actions, observes results.

Plan → Execute → Reflect

04

Agentic

Everything an agent does, plus it learns and improves from experience over time.

Plan → Execute → Reflect → Learn

The Art of Automation

Before you reach for a tool, ask what you can remove entirely.

01

Eliminate

Remove non-essential tasks from your schedule entirely. The fastest way to do something is to not do it at all.

ASK: Does this need to exist?

"The best process is no process."

02

Automate

Use technology to handle repetitive tasks automatically. Set it up once, let it run forever.

ASK: Can a system do this?

"If you do it twice, automate it."

03

Delegate

Assign tasks to others or to AI. Focus your energy on what only you can do.

ASK: Does this need to be me?

"Your job is the 20% only you can add."

Spotting the Right Tasks

Three qualifying questions to decide if AI can help with a task.

01

Is it repetitive?

Tasks you do weekly or daily are prime candidates. The more routine, the more AI can help.



02

Does it involve a lot of text?

Writing, summarising, researching, drafting, formatting. AI excels at text-heavy work.



03

Could you teach an intern to do it?

If you can explain it simply, AI can follow those same instructions. Clear process = clear prompt.



If the answer is yes to all three, you've found a perfect AI task.

The 80/20 Rule

AI handles the heavy lifting. You add the magic.

80%

AI Does

- Drafting first versions
- Ideation and brainstorming
- Structuring and organising
- Research and summarising
- Repetitive formatting

20%

You Add

- Fact-checking accuracy
- Your brand voice and tone
- Nuance and judgment calls
- Personal touch and stories
- Final quality approval

Start Small, Start Now

You don't need a strategy. You need a starting point.

01

Pick one task you do every week

Choose something repetitive, text-heavy, and clearly defined. Start with low stakes.

02

Be clear about what you want

Use the four-part spec: Intent, Constraints, Evidence, Format. Clarity drives quality.

03

Let AI do 80%, you add 20%

Let AI draft, structure, and research. You fact-check, refine, and add your personal touch.

The best time to start was yesterday. The second best time is now.



You don't need to understand how AI works in order to use AI.

In the same way you don't need to understand SMTP to send an email.

Jamie Bykov-Brett

Ready to Turn Intent Into Impact?

Whether you're exploring AI for the first time or looking to deepen your practice, the next step starts with one clear intent.

[Visit bykovbrett.net](https://bykovbrett.net)

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jamie@bykovbrett.net

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