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DALL-E was harmed for the images but no AIs
were harmed in the production of this content

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Key takeaways

- Mitigate - don't fix
- Clear communication and ownership
- Learn from mistakes
- Things go wrong all the time
- Should I declare an incident? - YES*



What is an incident?



What is an incident?

*A coordinated response
to **mitigate** an issue*

- Richard Tweed, 2019



Clear communication
and ownership



Clear communication
and ownership

Unlike DALL-E's hallucinations



Clear communication and ownership

The best way to get the right answer on the internet is not to ask a question; it's to post the wrong answer.

- Ward Cunningham



Mitigate - Don't Fix



Things go wrong all
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Like DALL-E's hallucinations



Learn from mistakes



Should I declare an
incident?
YES*

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Useful resources

- The USA National Incident Management System (NIMS) which is more focussed on real world incidents -
<https://www.fema.gov/emergency-managers/nims>
- The Google SRE book's guide to incident management -
<https://sre.google/resources/practices-and-processes/incident-management-guide/>