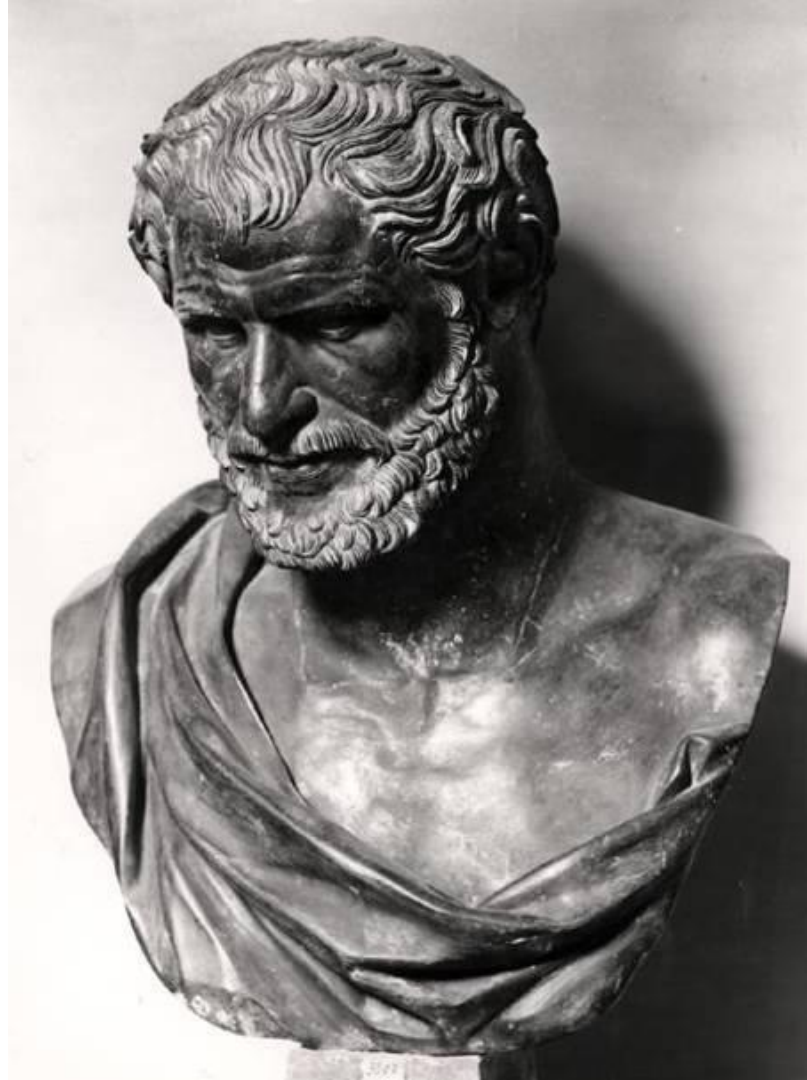
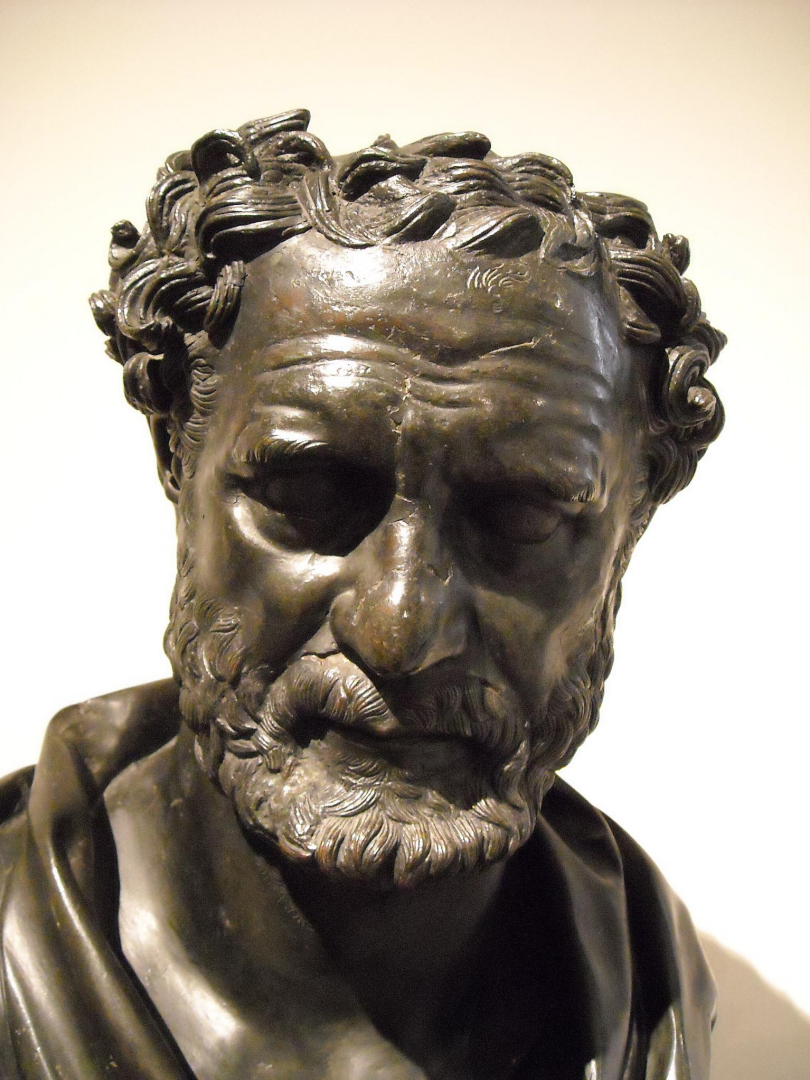


A wooden stick is positioned diagonally across the top of the slide. A white string is tied to the stick and hangs down to a carrot. The carrot is orange with green leaves at the top. The background is a solid light grey color.

Heraclitus wears Prada: Organisational Incentives

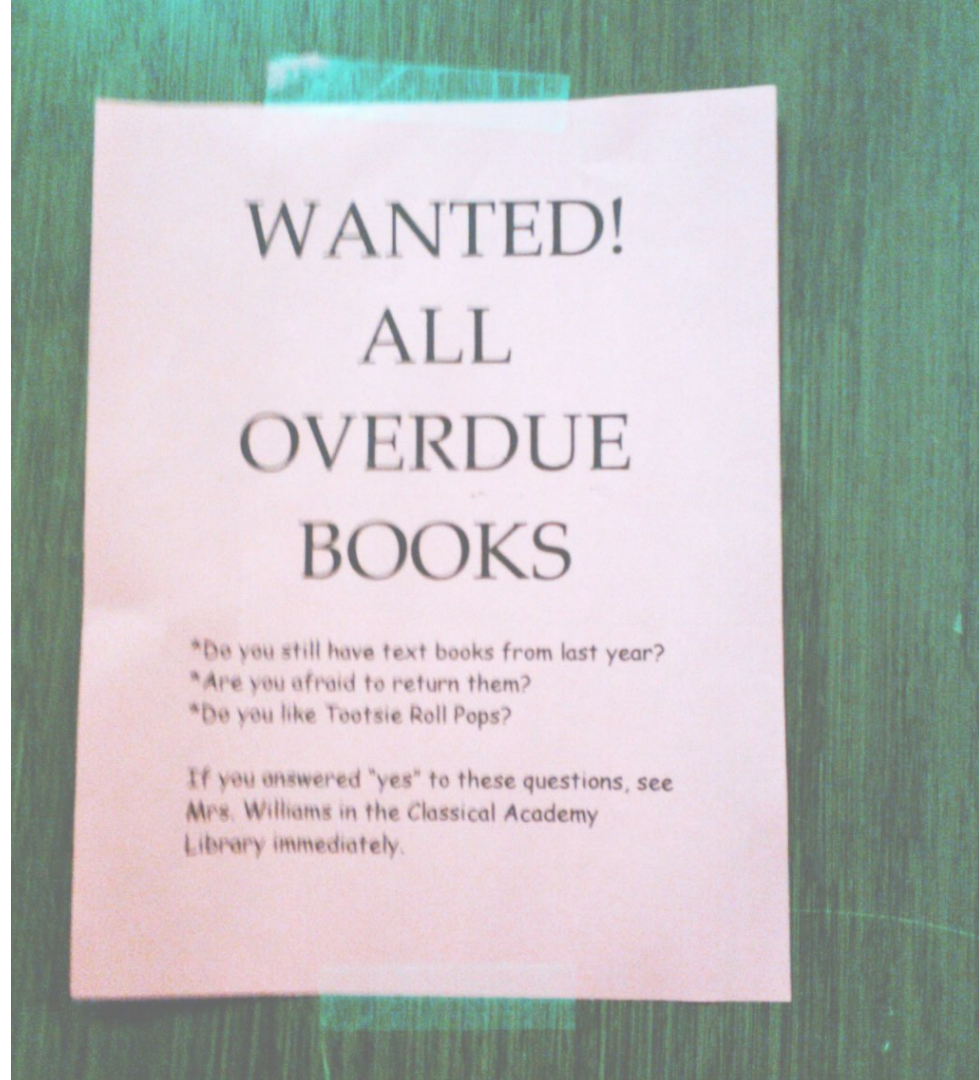
[<niallm@google.com>](mailto:niallm@google.com)





Incentives

- a thing that motivates or encourages someone to do something
- something that incites or tends to incite to action or greater effort, as a reward offered for increased productivity
- drives long-term behaviour



Incentives

Some examples:

- Callout fee in IOL was £100 IRP
- Timesheets
- €X/per headcount



Keys to SRE

Review some basics

- SREs have parity with SWEs
- SREs are free to move
- Operational responsibility can switch
- SREs are relatively scarce
- Error budgets



The Memes of Production

What about different situations?

- No parity
- Too small to move
- Operational responsibility can't switch
- SREs not scarce
- "The anti-Google"



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