

The Orchestrator's Handbook

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Research rarely fails because the methods are wrong. It fails because the answer arrives too late. You can't hire your way out. The product org will always out-hire, out-pace, and out-ask you. **True scale is decentralized:** let people self-serve the tactical A/B calls; you own the ambiguous, strategic work that shapes the roadmap.

1. **From IN the loop to ON the loop:** You are the systems engineer watching the gauges and deciding when to step in.
2. **Identify what kinds of research leader you are:** Are you the Resister, the Delegator, or the Orchestrator?
3. **Guardrails before the faucet:** Vetted assets, standardized methods, an institutional truth center, and human oversight.
4. **The agent pipeline:** Agents design, field, and synthesize, but you must conduct the non-negotiable researcher review.
5. **The playbook:**
 - **Upskill to govern:** Audit models, design guarded prompts, and run pipelines.
 - **Set mandatory checkpoints:** A human review before any AI insight gets democratized.
 - **Rewrite the ROI:** Research is the insurance policy against hallucinated mistakes.

We are no longer the manual laborers of data collection; **we are the strategic guardians of data truth.**