

Knowledge Just Went to Zero. **Wisdom Is Next.**

AI is compressing data, information, knowledge, and wisdom all at once
— in quarters, not the decades we assumed we had.

SWIPE →

What's actually happening

01 Knowledge is being commoditised in quarters, not decades

02 Cognitive atrophy is the deeper cost of AI fluency

03 What still can't be commoditised

04 Three priorities for leaders, starting now

10%

McKinsey cut a tenth of its workforce

Late 2025 — not a downturn, but AI commoditising the analytical work that gave the firm its edge for a century.

Source: McKinsey workforce reduction, late 2025

5.8%

US college-graduate unemployment

The highest in over four years, and unusually above the overall rate. Knowledge workers are feeling the pressure first.

Source: J.P. Morgan

-0.68

The correlation between AI usage and critical-thinking scores, found in a Swiss Business School study of 666 UK participants. Researchers now call this AI-Chatbot-Induced Cognitive Atrophy.

Source: Swiss Business School study, 2025



**AI provides infinite answers. Those answers
degrade our ability to evaluate them.
Degraded faculties increase AI dependence.
It's a self-reinforcing loop with no obvious exit.**

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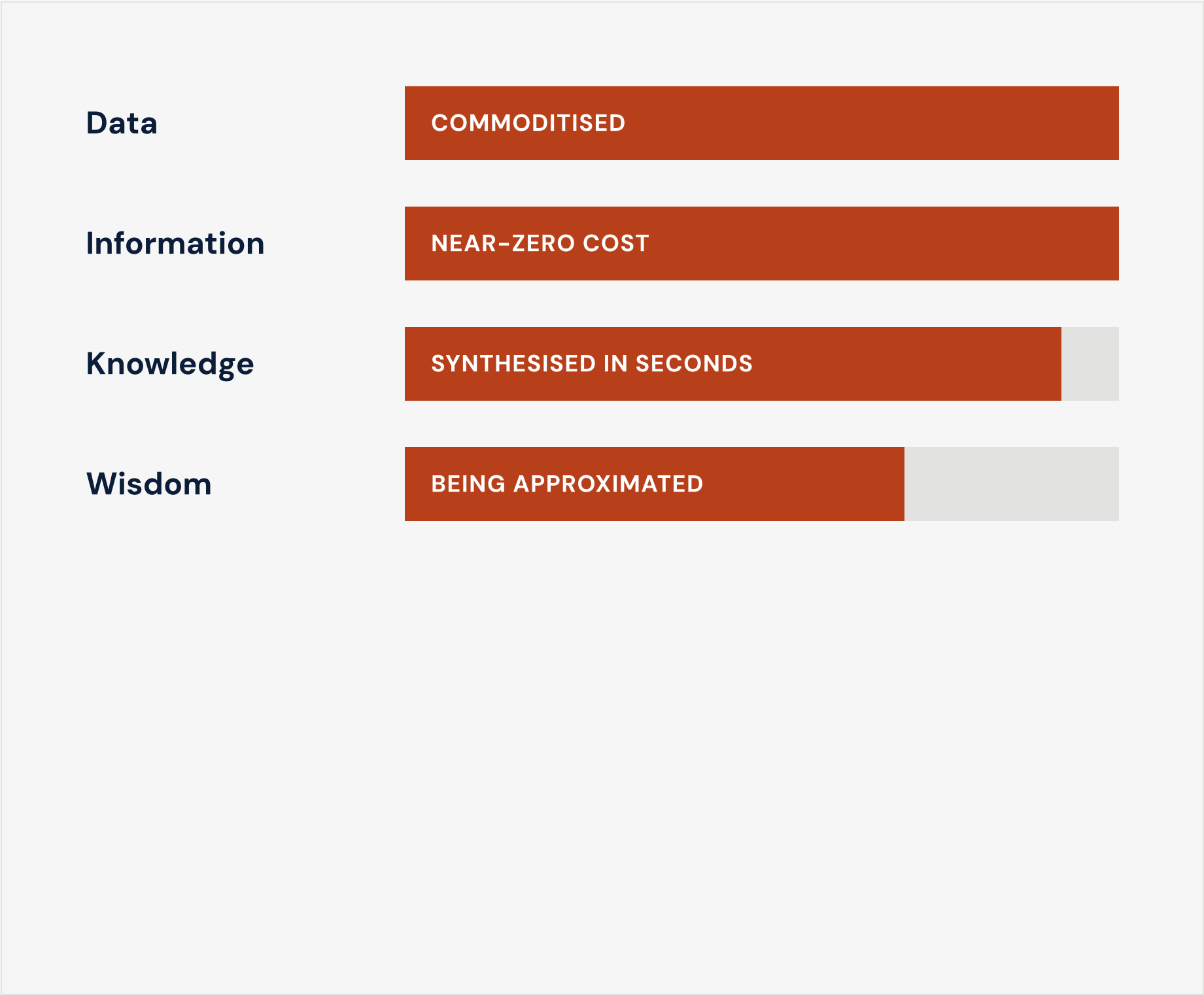
The assumption vs. the reality

WE ASSUMED	WHAT'S HAPPENING
Data gets commoditised first	All four compressing at once
Then information, then knowledge	Happening in quarters, not decades
Wisdom stays firmly human	Wisdom is being approximated too

The paradox is **complete**.

Temple University research found that as information load increases, the brain's decision-making region initially activates, then collapses — producing worse decisions, higher anxiety, and more errors. Harvard's research confirms the same pattern of cognitive atrophy, most pronounced among 17–25 year-olds who show the highest AI dependence and the lowest critical-thinking scores.

One stack, compressed all at once.



Full breakdown and the three priorities for leaders:
terencekok.com/blog/deflation-one-priced

The scarcest resource now? Knowing what to do when answers aren't enough.

Judgment under uncertainty, cross-domain integration, institutional accountability — what's left when everything else is free.



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