

Knowledge Used to Be Power. AI Just Made It **Free.**

OpenAI's API pricing dropped from \$36 to \$2 per million tokens.
Intelligence itself is becoming a commodity.

SWIPE →

Where Value Still Lives

01 Judgment and nuance

02 Relationship and trust

03 Complexity and synthesis

04 Execution on high-judgment work

60-70%

Of Knowledge-Worker Time Is Automatable

For law firms, accountants, consultants, and financial advisors, AI-driven automation of core tasks is already reality, not theory.

Cited industry research, 2025-2026

56%

Wage Premium for Directing AI

Professionals skilled at directing AI, interpreting outputs, and synthesising machine-generated insight command a 56% wage premium.

Cited workforce data

23%

BCG measured AI lifting productivity on routine tasks by 30–40% for experienced consultants — but for complex problem-solving, reliance on AI outputs cut performance by 23%.

Boston Consulting Group



Traditional competitive moats disappear when intelligence becomes abundant and free.

Terence Kok

Enterprise AI Strategist

What Actually Competes Now

OLD MOAT

Certifications, years of experience

Knowledge accumulation

Billing by the hour

NEW MOAT

Judgment and relationship capital

Directing AI toward the right problems

Billing by business impact

Already **Adjusting.**

56% of entry-level roles face automation risk, yet 170 million new jobs are projected globally by 2030. 47% of the workforce is unprepared, and 87% of C-suite executives can't find talent with AI collaboration skills.

Three Strategic Moves

Identify high-judgment work → Restructure incentives → Accelerate AI literacy

The full argument and the pricing case:
terencekok.com/blog/when-everyone-knows-everything-competing-knowledge

Knowledge Accumulation Is Quicksand.

Judgment is the moat. Bill for impact, not hours.



Terence Kok · Enterprise AI Strategist

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