

Not the Highest IQ Wins: Why Better Questions Are the Key AI Skill

MANAGEMENT SUMMARY & CORE TAKEAWAY

In the AI era, the advantage shifts from raw IQ to asking better questions. Those who think critically, connect ideas, and turn knowledge into action will lead. Swiss SMEs can scale this skill through AI outsourcing and AI agents—without building an in-house team.

CONTEXT & EXECUTIVE RELEVANCE

For decades, the person with more facts and faster recall won. AI changes that. When every answer is available in seconds, raw knowledge loses value. The World Economic Forum's Future of Jobs Report 2025 shows analytical thinking remains the most important core skill—7 in 10 companies deem it essential. AI and big data are the fastest-growing skill category, but they shift the bottleneck from answers to questions.

Fast Company puts it bluntly: AI commoditizes answers; the ability to ask better questions becomes the only differentiator. MIT Executive Education sees asking better questions as the most important leadership skill in the AI age. The winner is not the fastest thinker, but the one who finds the right question and turns it into action.

CORE ACTION ITEMS

- 01 Question the answer: Why is this so, what is missing?
- 02 Reframe problems: What if the opposite were true?
- 03 Connect domains: Where are the analogies?
- 04 Test assumptions: Which premise might be false?

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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