(Generative) AI tools every manager, executive, and business leader should know

Every day, new AI tools are released. As a manager or executive, you should know these (Generative) AI tools and—if you want to play around with AI—try them. Most of them are not only AI tools but rather productivity tools that leverage the benefits of Generative AI.

You can download this list as a PDF. We will update the PDF every 1-2 months, so check in regularly: <https://www.targetter.com/AI-tools-101/>

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**WARNING:**

**BEWARE of using any public AI tool with confidential information.   
Uploading internal documents or videos on a public AI tool may breach confidentiality agreements!**

**Chatbots (Large Language Models - LLMs) :**

1. [ChatGPT](https://chat.openai.com/)  
   (Tip: With [custom instructions,](https://openai.com/blog/custom-instructions-for-chatgpt) you can modify the behavior of ChatGPT to suit your needs best)   
   [*ChatGPT Enterprise*](https://openai.com/blog/introducing-chatgpt-enterprise) enables you to protect your company data when using ChatGPT.
2. [Microsoft Copilot](https://copilot.microsoft.com/) (Microsoft’s answer to ChatGPT)
3. [Gemini](https://gemini.google.com/) is Alphabet's/Google's competitive product vs. ChatGPT, previously [Bard](https://bard.google.com/), integrated with Google Docs and Gmail
4. [*Le Chat* by Mistral.ai](http://mistral.ai/) Europe-based alternative to GenAI tools like ChatGPT
5. [Claude](https://claude.ai/) by Anthropic

**Other (Generative) AI tools you must know:**

1. [Microsoft VIVA Goals](https://www.microsoft.com/en/microsoft-viva/goals) (Goal setting, AI support for OKR definitions etc, in development)
2. [Grammarly](https://app.grammarly.com/) (Checking grammar and improving writing)
3. [Beautiful.ai](https://www.beautiful.ai/) (Generating presentations)
4. [Gamma.app](https://gamma.app/) for automated generation of presentations and websites (as seen in our example)
5. [Frase](https://www.frase.io/) (Writing articles and research)
6. [HeyGen](https://www.heygen.com/) (Video generation including avatars - the avatar you see during this course was created with HeyGen)
7. [Happyscribe](https://www.happyscribe.com/) (Automatic transcriptions of video and audio content, excellent for meeting minutes if you record your meetings!)
8. [ChatPDF](https://www.chatpdf.com/) (summarize any PDF)
9. [Julius.ai](https://julius.ai/) for Data analysis, generation of charts, etc. (used for our example)

**Rising star/new AI tools not yet released**

15. [OpenAI Sora](https://openai.com/sora) (first beta released in February 2024) - a revolutionary tool to generate high-end videos purely with text prompts. (Update April 2024: It's not yet been released to the public)