

## AI tools managers and leaders should know

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

Last update: November 4<sup>th</sup>, 2024

### NEW ONLINE COURSE WITH AI BEST PRACTICES AVAILABLE NOW

Please sign up (discount code included in link, and it's **free** for Udemy Business customers):

<https://www.udemy.com/course/ai-best-practices/?referralCode=F8A9402BF9D58D5B3775>

### EU AI Act:

*If you are based within the European Union, you might not have access to the following AI tools at all or can only access a limited functionality.*

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

1. [ChatGPT](#) (With [custom instructions](#), you can modify the behavior of ChatGPT to suit your needs best; in its paid version the *CustomGPT* feature can skyrocket your productivity; this is an **example** of a CustomGPT I created to adapt a message to the culture of the recipient: <https://chatgpt.com/g/g-46UjiWEzh-global-project-email-assistant>)  
[ChatGPT Enterprise](#) enables you to protect your company data when using ChatGPT.
2. [Microsoft Copilot](#) (Microsoft's answer to ChatGPT – as of now, MS Copilot is lacking a lot of capabilities and still struggles even with basic tasks, but it has improved compared to mid 2024)
3. [Gemini](#) is Alphabet's/Google's competitive product vs. ChatGPT, previously [Bard](#), integrated with Google Docs and Gmail
4. [Le Chat by Mistral.ai](#) Europe-based alternative to GenAI tools like ChatGPT
5. [Claude](#) by Anthropic (**Claude has become my personal #1 tool for anything creative!**) Anthropic also published *AI agents* called 'computer use' – where Claude can be trained to automatically do work on your computer (see. <https://www.anthropic.com/news/3-5-models-and-computer-use>)
6. [Meta.ai](#) Meta's (facebook) chatbot based on Llama
7. [notebooklm.google.com/](https://notebooklm.google.com/) My 'rising star' tool of November 2024. Watch the lesson in our course to see its 'podcast' feature (called 'audio overview').

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

8. [Grammarly](#) (Checking grammar and improving writing)
9. [Beautiful.ai](#) (Generating presentations)
10. [Gamma.app](#) for automated generation of presentations and websites (as seen in our example)
11. [Frase](#) (Writing articles and research)

12. [HeyGen](#) (Video generation including avatars - the avatar you see during this course was created with HeyGen, while the voice came from Elevenlabs; in the meantime HeyGen is collaborating with Elevenlabs 😊)
13. [Elevenlabs](#) (High quality, natural voice generation; brand new: generate your own sound effects)
14. [Synthesia](#) (Video avatar generation tool, the first tool with 'expressive' avatars showing emotions based on what they are saying)
15. [Invideo](#) (Excellent video generation platform to create 'faceless' videoclips, many voice options, integration to B-Roll video platforms, and chat-based interface, helping you to generate a marketing video in 60 seconds)
16. [HappyScribe](#) (Automatic transcriptions of video and audio content, excellent for meeting minutes if you record your meetings!)
17. [ChatPDF](#) (summarize any PDF)
18. [Julius.ai](#) for Data analysis, generation of charts, etc. (used for our example)
19. [Microsoft Viva Goals](#) (Goal setting, AI support for OKR definitions etc, in development)

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

20. [OpenAI Sora](#) (first beta released in February 2024) - a revolutionary tool to generate high-end videos purely with text prompts

Last update: **November 4<sup>th</sup>, 2024**  
You can always find the latest version of this document at: <https://www.targetter.com/AI-tools-101>

**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!**