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: **May 8th, 2025***

NEW ONLINE COURSE WITH AI BEST PRACTICES

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

NEW AI Champion Certification Program

Our new, 6-week certification program makes you one of the most sought-after people in your organization.

Find out more and sign up: https://www.targetter.com/AIC

If you are located in the EU: The program helps you make your organization compliant with the EU AI Act!

Chatbots (Large Language Models - LLMs) :

1. **Gemini** is Alphabet's/Google's competitive product vs. ChatGPT, previously Bard, integrated with Google Docs and Gmail - **as of May 2025: Gemini 2.5 is MY #1 go-to Gen AI tool**
2. **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.
3. **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 is has improved compared to mid 2024)**
4. **Gemini** is Alphabet's/Google's competitive product vs. ChatGPT, previously Bard, integrated with Google Docs and Gmail
5. *Le Chat by Mistral.ai* Europe-based alternative to GenAI tools like ChatGPT
6. **Claude** by Anthropic 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)
7. **Meta.ai** Meta's (facebook) chatbot based on Llama
8. **DeepSeek** - the new challenger from China (quite powerful, but some content seems to be missing)

9. notebooklm.google.com/ One of my favourite tools (imagine uploading a document, or even 50 documents, and generating podcasts with 2 'people' summarizing the content in an entertaining dialogue). In the Pro Version, you can upload even 300 own sources! Amazing!
10. https://ai.ionos.de/ A GenAI tool provided by a German company with servers based in Germany, focusing on alignment with the EU AI regulations

Other (Generative) AI tools you must know:

11. Grammarly (Checking grammar and improving writing)
12. ImageFX and VideoFX by Google - excellent image generation tool (for video generation, you need to queue in a waiting list currently)
13. Beautiful.ai (Generating presentations)
14. Gamma.app for automated generation of presentations and websites (as seen in our example) - **my #1 tool for presentations, handouts, whitepapers, and checklists**
15. Frase (Writing articles and research)
16. 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 😉)
17. Elevenlabs (High quality, natural voice generation; brand new: generate your own sound effects)
18. Synthesia (Video avatar generation tool, the first tool with 'expressive' avatars showing emotions based on what they are saying)
19. 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)
20. Happyscribe (Automatic transcriptions of video and audio content, excellent for meeting minutes if you record your meetings!)
21. ChatPDF (summarize any PDF)
22. Julius.ai for Data analysis, generation of charts, etc. (used for our example)
23. Microsoft VIVA Goals (Goal setting, AI support for OKR definitions etc, create summaries) - will be **DISCONTINUED** in December 2025
24. OpenAI Sora (first beta released in February 2024; **on Dec 9th 2024 Sora was officially launched!**) - a great tool to generate high-end videos purely with text prompts

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Last update: **May 8th, 2025**
You can always find the latest version of this document at: https://www.targetter.com/AI-tools-101

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.

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!