

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: April 22nd, 2026

Check out our other AI courses (all part of Udemy Business)

1. [AI Best Practices](#)
2. [Critical Thinking with AI](#)
3. [Design Thinking with AI](#)

Leadership in the era of AI

Leadership as we know it is ending.

How will leadership look like in the era of AI, in times of AI-enhanced teams, AI Agents, and much more?

I'm working on giving you the answers...

If you want to get updated and behind the scenes previews, sign up here for free:

<https://www.targetter.com/ai-tools-101/>

Chatbots (Large Language Models - LLMs) :

1. [Claude](#) by Anthropic Anthropic has become my number one AI tool, especially Claude Cowork. I spend 1-2 hours / day with Claude alone
2. [Gemini](#) is Alphabet's/Google's competitive product vs. ChatGPT, previously [Bard](#), integrated with Google Docs and Gmail)
3. [ChatGPT](#) (still excellent, very powerful for collaboration in teams)
[ChatGPT Enterprise](#) enables you to protect your company data when using ChatGPT.
4. [Microsoft Copilot](#) (Microsoft's answer to ChatGPT – **as of now, MS Copilot slowly becoming more competitive, but is still lacking a lot of capabilities and the integration in MS Office tools needs further improvements, even in 2026)**
5. [Le Chat by Mistral.ai](#) Europe-based alternative to GenAI tools like ChatGPT
6. [Meta.ai](#) Meta's (facebook) chatbot based on Llama
7. [DeepSeek](#) - the new challenger from China (quite powerful, but some content seems to be missing)
8. notebooklm.google.com/ (Google just started integrating it into Google Gemini, a fantastic integration)
9. <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:

10. [Grammarly](#) (Checking grammar and improving writing)
11. [Beautiful.ai](#) (Generating presentations)
12. [Gamma.app](#) for automated generation of presentations and websites (as seen in our example) - **my #1 tool for presentations, handouts, whitepapers, and checklists**
13. [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 😊)
14. [Elevenlabs](#) (High quality, natural voice generation; brand new: generate your own sound effects)
15. [Synthesia](#) (Video avatar generation tool, the first tool with 'expressive' avatars showing emotions based on what they are saying)
16. [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)
17. [Happyscribe](#) (Automatic transcriptions of video and audio content, excellent for meeting minutes if you record your meetings!)
18. [ChatPDF](#) (summarize any PDF)
19. [Julius.ai](#) for Data analysis, generation of charts, etc. (used for our example)

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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!