

Which AI tool to use?

A brief orientation guide - updated July 2025



- How do you decide whether to use one AI tool or another?
There are many criteria, but we offer a simple and useful one:
Context and Creativity.

Read the definitions below, then **turn to the next page** to see where the main models rank.

Context

It is the model's ability to absorb and remember data, processes, decisions and constraints, adapting to the language, culture and goals of those using it. A good contextual model ensures consistency across multiple conversations and suggestions in line with your business context.

Creativity

It is the ability to generate solutions, text, code, images or ideas from even vague stimuli.

A good creative model combines breadth of inspiration and executive rigour, producing original and immediately usable output.

Which AI tool to use?

+ Context



NotebookLM:
is the perfect schoolboy, he remembers everything you feed him: PDFs, links, documents and even videos! Ideal for deep understanding, but less creative: he works better as an editor than as a generator of new ideas.



Claude and ChatGPT:
They are among the most advanced models. ChatGPT excels at generating text and images with strong creativity. Claude, (with its 200k memory tokens), is ideal for working on long documents or complex briefs.

- Creativity



Gemini:
It is Google's AI model, well integrated with Gmail, Calendar, Docs and Sheets. It has good generative capabilities, but its strong point is productivity: Gemini Notes, for instance, automatically transcribes and summarises Meet meetings. Ideal for those already working in Google Workspace.

+ Creativity



PRECISE, NOT VERY INVENTIVE	CREATIVE AND PRECISE!
TO AVOID	CREATIVE, SHORT ON MEMORY

- Context