

ChatGPT, Claude or Copilot?

Start with the work, not the leaderboard.

GUIDES & RESOURCES

GUIDE · 2 PAGES

The question is not which AI platform wins forever. The products are changing too quickly for that. The useful question is simpler: Which one fits the work, systems and habits your team has right now?

The quick read

ChatGPT

A strong general-purpose choice when people already know the product and want one place for writing, research, analysis, images, voice and a growing set of work tools.

Claude

A strong fit for long-form thinking, writing, document-heavy work and teams interested in handing larger file-based tasks to Cowork.

Microsoft Copilot

The shortest path when your organization already lives in Microsoft 365 and wants AI grounded in Outlook, Teams, Word, PowerPoint, Excel and SharePoint under existing permissions.

These are starting points, not permanent rules. Any of the three can handle a wide range of knowledge work.

Five questions that matter more than a feature chart

- 01 Where does your work already live?
- 02 Which two or three tasks do you want AI to handle first?
- 03 Which tools are approved for your organization's data?
- 04 How much setup and behavior change will your team tolerate?
- 05 Can people get consistently useful results without constant expert help?

Run a 20-minute test

Choose one real task your team does every week. Give each platform the same source material, instructions and definition of a good result. Then score the output on five things:

Usefulness	Could someone act on it?
Accuracy	Did it stay grounded in the source?
Editing effort	How much work remained?
Workflow fit	Could it reach the files and systems you use?
Trust	Would you use it again on a similar task?

A real task will teach you more than a long list of features.

What stays the same across platforms

The labels vary, but the building blocks are familiar: prompts, context, memory, reusable instructions or skills, connectors, scheduled work, tool use and computer use. The value comes from combining the right pieces around a real workflow.

One platform or two?

One platform is easier to support and govern. Using two can be useful for power users, but only when important project knowledge lives in a shared source of truth rather than becoming trapped inside one chat history.

Our recommendation: pick a sensible default, learn it deeply and keep watching the market. You are choosing a starting point, not taking a lifelong vow.

WATCH THE WORKSHOP

Watch [ChatGPT vs Claude: How to Choose Without Picking a Winner](#), then explore the full [AI Workshops](#) playlist.

Want Forum3 to run this with your team? [Let's talk](#)