

The Jonesi Consultancy | Houston, TX

AI LITERACY · RESOURCE HANDOUT FOR LEADERSHIP

WHICH AI MODEL SHOULD I USE?

A Decision Path for Picking the Right Tool for the Task

*Match the model to the task and the output gets sharper. Mismatch it
and quality drops.*

A DECISION PATH FOR PICKING THE RIGHT TOOL FOR THE TASK

1 Determining Which AI Model to Use

No model is good at everything, so the model you reach for should follow the task in front of you – the wrong fit costs you accuracy, time, or control of your data. Work the four questions in order. Each answer narrows the field before the next one is asked: sensitivity rules options out before capability is ever considered, capability narrows what remains, and preference decides only what is left.

1 IS THE DATA SENSITIVE?

Answer this before anything else.

- › If yes, you are limited to tools approved by your organization.
- › Confirm whether your data may be used for model training.
- › If the answer is unclear, treat it as a no.

2 DO YOU NEED AN ENTERPRISE ENVIRONMENT?

Compliance and administration matter here.

- › Look for administrative controls, audit logging, and retention settings.
- › Confirm data residency and contractual protections.
- › Involve IT and security before the pilot, not after.

3 WHERE DOES YOUR WORK ALREADY LIVE?

Integration usually beats raw capability.

- › If your day runs in Microsoft, an integrated assistant removes friction.
- › If it runs in Google, favor the tool that reads your files natively.
- › Fewer copy and paste steps means far higher adoption.

4 WHAT IS THE PRIMARY PURPOSE?

Name the dominant task, not all of them.

- › Writing and content, coding and development, research and analysis.
- › Long documents and summaries, or images and creative work.
- › Pick for the task you do most, not the one you do occasionally.

5 HOW MUCH DEPTH DO YOU NEED?

Depth costs time and money. Spend it deliberately.

- › Nuanced long form analysis needs a reasoning capable model.
- › Routine drafting and summarizing does not.
- › Current information requires live search, not a bigger model.

6 WHAT ACCESS DO YOU ACTUALLY HAVE?

The best tool you cannot use is worth nothing.

- › Confirm what your organization licenses and permits.
- › Free tiers are fine for learning and low stakes work.
- › Paid and enterprise tiers exist for reliability and control.

2 Where the Paths Usually Land General Guidance, Not A Ranking

IF YOUR SITUATION IS...	START WITH	WHY IT FITS
Sensitive data inside a Microsoft environment	Copilot	Works inside the tenant you already govern, with enterprise identity and compliance controls.
Sensitive data, privacy is the deciding factor	Claude	Strong privacy posture and enterprise security practices, with conversations not used for training by default.
Long documents, policy, or nuanced analysis	Claude	Handles long context well and produces careful, measured reasoning on complex material.
Everyday drafting, brainstorming, and learning	ChatGPT	Broad general capability, a large ecosystem, and the shortest learning curve for new users.
Coding, debugging, and technical work	ChatGPT / Claude	Both handle code generation and explanation well. Test on your own stack before standardizing.
Research needing current information	Gemini	Strong live search integration and fast access to recent material.
Work living in Google Workspace	Gemini	Reads and writes across your existing documents, mail, and drive without exporting.
Images and creative visual work	Gemini / ChatGPT	Both offer capable image generation and multimodal understanding.

THERE IS NO BEST MODEL. THERE IS ONLY THE BEST FIT.

Use this as a starting point, then let your actual use case, your data rules, and your workflow decide. Test with real work for two weeks before you standardize on anything.

Vendor capabilities and terms change frequently. Confirm current details with each provider.

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AI should elevate people, not replace them.

A human-centered approach to AI training.

