

Claude vs Gemini vs ChatGPT

Which AI tool wins for which leadership task — print & keep.



| Leadership Task | Claude | Gemini | ChatGPT | Winner |
|--|--|--|---------------------------------|--------------|
| STRATEGY & ANALYSIS | | | | |
| Long-form strategic memos & board narratives | Best for nuanced, long-form reasoning | Strong, good with Docs integration | Good but shorter context window | Claude Wins |
| Complex competitive analysis | Deep synthesis, cites reasoning | Real-time web access (Gemini 1.5) | Good with browsing plugin | Gemini Wins |
| OKR & goal frameworks from raw data | Structured output, follows constraints | Logical, good with spreadsheet context | Reliable, good with templates | Claude Wins |
| Scenario planning (3 cases) | Excellent range of perspectives | Good factual grounding | Solid, good with examples | Claude Wins |
| COMMUNICATIONS | | | | |
| Crisis communications & sensitive emails | Best tone control, nuanced empathy | Competent but more generic | Good, GPT-4o very capable | Claude Wins |
| LinkedIn thought leadership posts | Engaging, voice-matching excellent | Decent, solid | Best hook crafting | ChatGPT Wins |
| All-hands speech scripts | Warm, authentic, resists cliches | Clear structure, less personality | Good energy, punchy | Claude Wins |
| Press statements & PR copy | Clean, accurate tone | Solid | Fast, good AP style | Tie |
| HIRING & PEOPLE OPS | | | | |
| Job descriptions (magnetic tone) | Best storytelling in JDs | Clear, functional | Good hooks & structure | Claude Wins |
| Interview question banks | Depth of behavioral Qs | Broad variety | Well-structured STAR format | Claude Wins |
| HR policy drafting & comms | Precise tone, good guardrails | Logical, thorough | Clear plain English | Tie |
| RESEARCH & DATA | | | | |
| Summarizing long PDFs / reports | Best in class, 200K context | 1M token context, excellent | Strong with plugins | Gemini Wins |
| Real-time web research | No real-time access (base) | Best — real-time Google Search | Good with browsing plugin | Gemini Wins |
| Data table analysis & formula logic | Good logic, strong reasoning | Excellent with Sheets integration | Code Interpreter is excellent | ChatGPT Wins |
| Cross-document synthesis | Best at connecting ideas across docs | Strong with large context | Good with multi-file upload | Claude Wins |
| CODING & AUTOMATION | | | | |
| Vibe coding / app prototyping | Excellent (Claude Code / Artifacts) | Decent | Very strong with interpreter | Claude Wins |
| Excel / Sheets formula writing | Good | Best — native Sheets integration | Excellent code interpreter | Gemini Wins |
| Automating workflows with prompts | Best system prompt engineering | Good API capabilities | Strong with Actions/plugins | Claude Wins |

PRESENTATIONS

| | | | | |
|----------------------------------|------------------------------------|-------------------------|---------------------|--------------------|
| Slide deck outlines & narratives | Strong structure, good transitions | Good Slides integration | Good narrative flow | Gemini Wins |
| Speaker notes & talking points | Natural, conversational | Clear, structured | Good energy | Claude Wins |

Note: Tool capabilities evolve rapidly. Ratings reflect typical performance as of mid-2025. Always test with your specific use case. All three tools perform significantly better with engineered prompts than with casual queries.