

AN ENTERPRISE AI FIELD GUIDE

The AI Capability Dictionary

Twenty concepts — and the dozens of features beneath them — defining how modern AI works, told one entry at a time.

A QUICK NOTE BEFORE WE BEGIN

The purpose of this guide is not to convince you to replace Microsoft Copilot or ChatGPT with Claude.

At Dynaimix, we typically recommend Microsoft Copilot as the primary AI platform for most employees because it integrates directly with the Microsoft tools organizations already use every day.

However, many AI power users eventually explore Claude because of its strengths in reasoning, document analysis, project organization, artifacts, and emerging agent capabilities.

As you read through this guide, focus less on the vendor and more on the capability itself. Many of the features discussed here are rapidly appearing across all major AI platforms and represent the future direction of enterprise AI.

Contents

 No. 01 Chat	 No. 02 Models
 No. 03 Thinking	 No. 04 Context
 No. 05 Projects	 No. 06 Memory
 No. 07 Artifacts	 No. 08 Execution
 No. 09 Search	 No. 10 Cowork
 No. 11 Design	 No. 12 Connectors
 No. 13 MCP	 No. 14 Skills
 No. 15 Plugins	 No. 16 Routines
 No. 17 Tools	 No. 18 Agents
 No. 19 Code	 No. 20 API



NO. 01

Chat

DEF. *A conversational interface that allows users to interact with AI using natural language.*

For most people, Chat is what they think of when they hear the term AI. You type a question, request, or task into a text box, and the AI responds. While that sounds simple, Chat is the foundation upon which nearly every other AI capability is built.

Think of Chat as the steering wheel of the AI system. Whether you're asking for a summary, generating content, analyzing a document, creating a report, or triggering a complex workflow, the conversation is often where the interaction begins.

In an electrical contracting company, a project manager might ask Claude to draft an RFI, summarize meeting notes, create a subcontractor communication, review a specification section, or generate a project update for a client. A service manager might ask it to create technician training materials or summarize maintenance reports. A safety director might use it to generate toolbox talks, incident summaries, or safety meeting agendas.

HOW CLAUDE DIFFERS

Microsoft Copilot's greatest strength is its integration with Microsoft 365. It can work directly with Outlook, Teams, Word, Excel, PowerPoint, and SharePoint, making it an excellent choice for everyday business users.

Claude's strength is often its ability to handle large amounts of information, maintain context across extensive conversations, and organize complex projects. Many power users prefer Claude when working with large specification packages, multiple contracts, extensive technical documentation, or long-form strategic planning.

ChatGPT typically offers the broadest ecosystem of tools and integrations, making it particularly attractive to users who want access to custom GPTs, image generation, coding capabilities, deep research, and a rapidly expanding AI platform.

For most employees, Copilot may be the better daily tool. For advanced users working with large amounts of information, Claude often becomes an important complementary tool. For users who want the broadest AI toolkit available, ChatGPT frequently becomes part of their workflow as well.

RELATED FEATURE

Prompt

DEF. *A prompt is the instruction, question, or request that a user gives to an AI system.*

Every AI interaction begins with a prompt. The quality of the prompt often determines the quality of the output.

Think of prompts as project instructions. If a project manager tells a subcontractor to “install the equipment,” the result may vary significantly. If the project manager provides detailed specifications, drawings, schedules, and expectations, the outcome becomes much more predictable. The same principle applies to AI.

For construction organizations, strong prompts might include project specifications, contract requirements, customer expectations, deadlines, formatting preferences, and desired outcomes. Power users quickly learn that prompting is less about asking questions and more about assigning work.

Claude has become particularly popular among advanced users because it often performs well with detailed instructions and long prompts. ChatGPT and Copilot also rely heavily on prompting, but many Claude users appreciate its ability to process large amounts of information within a single request.

RELATED FEATURE

Refine

DEF. *Refinement is the process of improving AI outputs through follow-up instructions.*

Very few professionals produce their best work in a single draft. AI works the same way. Users can refine outputs by requesting additional details, changing formats, adjusting tone, adding context, or expanding analysis.

For example, a project executive may initially ask for a project summary. After reviewing the output, they may ask AI to focus on risks, highlight schedule concerns, or prepare the information for a board presentation. Each refinement improves the final deliverable.

Claude is often praised for maintaining context throughout iterative conversations, making refinement feel natural and collaborative. Many power users treat Claude less like a search engine and more like a knowledgeable teammate who helps shape and improve work over time.



NO. 02

Models

DEF. *The underlying AI engines that determine how the system thinks, reasons, and responds — Opus, Sonnet, and Haiku.*

One of the most misunderstood concepts in AI is the idea of models. Most users think they are interacting with a single AI system. In reality, there are often multiple models available behind the scenes, each designed for different purposes.

A useful analogy is employees within your organization. Some employees are fast and efficient at routine tasks. Others are slower but excel at solving complex problems. AI models work similarly.

Claude's model family includes Opus, Sonnet, and Haiku. Each offers a different balance of speed, intelligence, and cost. More advanced models generally provide stronger reasoning and analysis, while lighter models prioritize speed and efficiency.

For a construction organization, a basic model might quickly draft routine emails, summarize meeting notes, or answer common questions. A more advanced model could review contract language, identify scope gaps between bid packages, analyze specifications, compare multiple proposals, or evaluate risk across a project portfolio.

Imagine asking AI to review a 1,500-page data center specification package. A lightweight model may provide a quick overview. A more advanced model may identify conflicts between mechanical, electrical, structural, and architectural requirements while highlighting potential coordination concerns before construction begins.

HOW CLAUDE DIFFERS

ChatGPT, Copilot, Gemini, and Claude all use multiple models behind the scenes, but Anthropic has historically focused heavily on reasoning, analysis, and handling large amounts of information. Many construction professionals find Claude particularly effective when evaluating technical documents, specifications, contracts, and complex written content.

This does not necessarily make Claude better than competing platforms. Instead, it highlights a different area of emphasis. While Copilot shines through Microsoft integration and ChatGPT often leads in ecosystem breadth, Claude has earned a reputation among many power users for document analysis, thoughtful reasoning, and long-context workflows.

RELATED FEATURE

Opus

DEF. *Opus is Claude's most advanced reasoning model, designed for complex analysis and difficult problem solving.*

When organizations need deep analysis, Opus is often the preferred option. Examples include contract reviews, risk assessments, strategic planning, technical evaluations, and large-scale document analysis.

For construction organizations, Opus is best viewed as the senior strategist of the Claude model family.

RELATED FEATURE

Sonnet

DEF. *Sonnet is Claude's balanced model, providing strong reasoning while maintaining speed and efficiency.*

Sonnet is often considered the daily driver for many users. It can handle complex work while remaining responsive enough for routine business use.

For many project managers, estimators, and executives, Sonnet offers an ideal balance between performance and practicality.

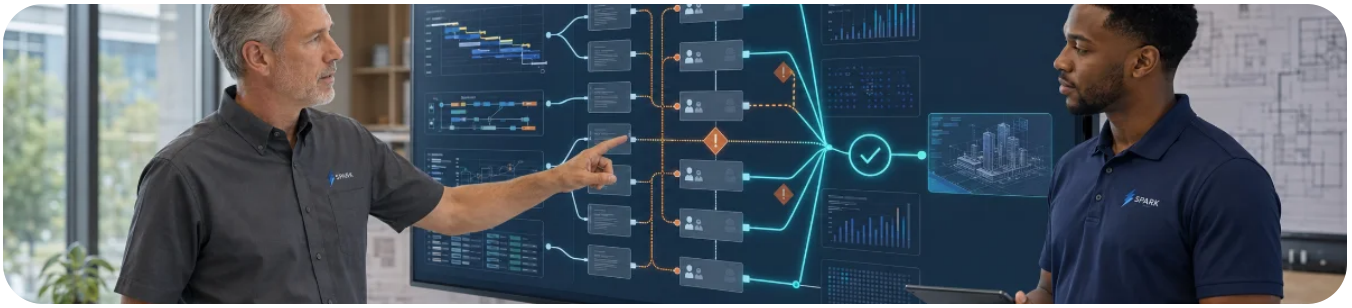
RELATED FEATURE

Haiku

DEF. *Haiku is Claude's lightweight model optimized for speed and efficiency.*

Not every task requires deep analysis. Routine summaries, quick answers, simple communications, and lightweight workflows can often be handled by faster models.

Think of Haiku as the equivalent of assigning routine work to a capable team member while reserving senior resources for more complex challenges.



NO. 03

Thinking

DEF. *Enhanced reasoning capabilities that allow AI to spend additional time analyzing a problem before generating a response.*

Most people assume AI instantly generates every answer. In reality, newer AI systems can be instructed to think more deeply before responding. Rather than jumping to a conclusion, the AI evaluates information, considers alternatives, identifies dependencies, and performs additional reasoning before producing an answer.

Think of the difference between asking a superintendent a quick question in the hallway versus asking them to spend an afternoon reviewing a project challenge and presenting recommendations. Both produce answers, but the quality and depth are often very different.

For electrical and mechanical contractors, thinking becomes valuable when evaluating complex situations. A project executive could ask AI to identify schedule risks, analyze contract language, compare specification sections, identify coordination concerns, evaluate manpower allocations, or assess change order exposure across multiple projects.

A preconstruction leader might ask AI to compare multiple bid packages and identify scope gaps before a proposal is submitted. A service director could ask AI to evaluate recurring maintenance issues and identify patterns across hundreds of work orders.

HOW CLAUDE DIFFERS

Claude has built much of its reputation around thoughtful reasoning and detailed analysis. While ChatGPT, Gemini, and Copilot all offer advanced reasoning capabilities, many power users find Claude particularly effective when working through large amounts of written information and nuanced business decisions.

ChatGPT often provides the greatest flexibility when combining reasoning with research, coding, and tool usage. Copilot's reasoning capabilities become especially powerful when paired with organizational data stored throughout Microsoft 365.

For construction leaders, Claude often shines when reviewing specifications, contracts, proposals, and strategic planning initiatives that require deeper analysis rather than quick answers. The result is less focus on speed and more focus on thoughtful decision support.

RELATED FEATURE

Extended Thinking

DEF. *Extended Thinking allows AI to dedicate additional reasoning effort before generating a response.*

Some business decisions involve multiple variables, competing priorities, and uncertain outcomes. Extended Thinking provides AI with additional time to evaluate options before delivering recommendations.

For construction executives, this may be useful when evaluating project risks, strategic investments, workforce planning, acquisitions, or major operational decisions.

RELATED FEATURE

Effort

DEF. *Effort refers to the amount of computational reasoning AI applies to solving a problem.*

Simple questions require minimal effort. Complex challenges often require significantly more.

As AI platforms evolve, users increasingly gain control over how much effort the system dedicates to a task, helping balance speed and quality.

RELATED FEATURE

Fast

DEF. *Fast reasoning prioritizes response speed over deep analysis.*

Not every decision requires exhaustive evaluation. Sometimes users simply need a quick answer.

Fast reasoning enables AI to provide immediate assistance for routine business activities while reserving more advanced reasoning for complex work.



NO. 04

Context

DEF. *The information available to the AI during a conversation that helps it understand the situation and provide relevant responses.*

Context is one of the most important capabilities in modern AI. The more relevant information the AI has available, the more useful its responses become.

Imagine hiring a consultant and having to explain your company, customers, services, goals, and challenges every time you meet. Progress would be slow. Context eliminates much of that repetition.

For example, a project manager working on a hospital expansion project may provide Claude with project specifications, schedules, meeting notes, client requirements, subcontractor information, and coordination documents. As the conversation continues, Claude can reference that information and provide increasingly relevant recommendations.

The result is an AI assistant that becomes more knowledgeable about the project as work progresses.

HOW CLAUDE DIFFERS

One area where Claude has consistently stood out is its ability to work with large amounts of contextual information. Many users appreciate its ability to keep track of extensive conversations and large document sets without losing focus.

Copilot's contextual advantage comes from its direct connection to organizational data stored in emails, documents, Teams chats, calendars, and SharePoint. For many organizations, this provides immediate value because employees can access information without manually uploading files.

ChatGPT has significantly expanded its context capabilities and project-based organization, making it increasingly competitive for complex business workflows.

For construction organizations managing thousands of pages of project documentation, context becomes one of the most valuable capabilities available. The more accurately the AI understands the project, the more valuable its recommendations become.

RELATED FEATURE

Context Window

DEF. *A context window determines how much information AI can actively consider at one time.*

Think of a context window as the AI's working memory. The larger the context window, the more documents, conversations, and project information the system can evaluate simultaneously.

For contractors managing massive specification packages and project documentation, larger context windows often translate directly into greater productivity.

Claude became well known for offering some of the industry's largest context windows, making it particularly attractive for users working with extensive contracts, specifications, technical documentation, and project records.

RELATED FEATURE

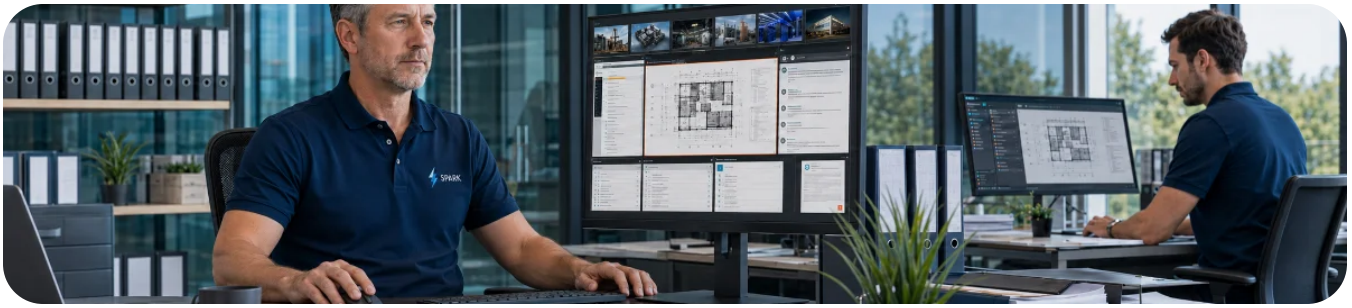
Sessions

DEF. *Sessions are individual conversations or work periods with an AI system.*

Each session represents a specific interaction between the user and the AI. As sessions become more advanced, they often evolve into ongoing workstreams that maintain project continuity and organizational knowledge.

For example, a project executive may maintain a dedicated session for a major data center project, allowing the AI to remain familiar with project history, stakeholders, risks, and documentation throughout the lifecycle of the job.

Claude users often leverage long-running sessions for large projects and strategic initiatives because the platform performs well when maintaining extensive context over time.



NO. 05

Projects

DEF. *Dedicated workspaces that organize conversations, files, instructions, and knowledge around a specific topic or initiative.*

As organizations adopt AI, one of the first challenges they encounter is information management. Conversations become scattered. Files are uploaded repeatedly. Users waste time re-explaining the same information. Projects solve this problem.

Think of a project workspace as a digital project room. Instead of starting from scratch every time, users create a dedicated environment containing relevant files, instructions, standards, and previous conversations.

An electrical contractor might create separate projects for estimating, operations, safety, service, data center work, healthcare projects, or major customers. A mechanical contractor could maintain dedicated workspaces for fabrication, commissioning, field operations, or maintenance contracts.

Over time, each workspace becomes more valuable because it accumulates organizational knowledge.

HOW CLAUDE DIFFERS

Projects are one of Claude's most appreciated features among power users. Many users find Claude's project structure particularly effective for managing large collections of documents, instructions, and ongoing workstreams.

ChatGPT offers similar capabilities through Projects and Custom GPTs, often providing greater flexibility for organizations that want specialized assistants for specific departments or functions.

Copilot tends to organize work around Microsoft 365 rather than dedicated AI project environments, which can be an advantage for organizations already heavily invested in Microsoft's ecosystem.

For construction organizations, project-based AI workspaces can become centralized knowledge hubs for major customers, departments, project portfolios, safety programs, estimating teams, and strategic initiatives.

RELATED FEATURE

Knowledge

DEF. *Knowledge refers to information that AI can access and use when performing work.*

Knowledge may include project files, company standards, specifications, operating procedures, historical data, customer information, safety manuals, or project documentation. The more relevant knowledge available, the more useful AI becomes.

Organizations that intentionally organize and curate knowledge often achieve dramatically better results than organizations that simply rely on generic prompting.

RELATED FEATURE

RAG (Retrieval-Augmented Generation)

DEF. *RAG is a technique that allows AI to retrieve information from approved data sources before generating a response.*

Rather than relying solely on training data, the AI retrieves current information from organizational knowledge bases. For construction organizations, RAG can allow AI to answer questions using company SOPs, project files, contracts, specifications, safety manuals, estimating standards, and internal documentation.

Many enterprise AI implementations rely heavily on RAG because it allows AI to provide responses grounded in company-specific information.

RAG capabilities exist across Claude, Copilot, and ChatGPT. However, Copilot often leverages Microsoft 365 content while Claude frequently excels in large-document knowledge environments. ChatGPT continues expanding enterprise knowledge integrations and retrieval capabilities as well.



NO. 06

Memory

DEF. *The ability of AI to retain preferences, instructions, and relevant information across interactions.*

One of the biggest limitations of early AI systems was that every conversation started from zero. Users had to repeatedly explain preferences, workflows, and expectations. Memory changes that experience.

Over time, AI can learn preferred communication styles, report formats, naming conventions, project structures, and other recurring patterns. Instead of constantly re-training the system, users benefit from a more personalized experience.

For example, a safety manager may prefer all incident summaries to follow a specific structure. A project executive may prefer weekly reports organized by labor, schedule, safety, financials, and risk. An estimator may prefer all bid summaries to include labor assumptions, material escalation considerations, and scope exclusions.

Memory helps AI consistently deliver those formats while reducing repetitive prompting.

HOW CLAUDE DIFFERS

Memory capabilities are evolving rapidly across all major AI platforms. ChatGPT has invested heavily in persistent memory and personalization. Copilot leverages organizational context from Microsoft 365 and organizational knowledge stored throughout the Microsoft ecosystem.

Claude has historically focused more on project-based memory and contextual understanding rather than broad personal memory across all conversations. Many users appreciate the ability to create highly focused workspaces where the AI becomes deeply familiar with a particular project, customer, or initiative.

For construction organizations, the practical takeaway is simple: AI becomes more valuable the more it learns about your company, your workflows, and your preferred way of operating.



NO. 07

Artifacts

DEF. *Interactive documents, applications, reports, dashboards, and other outputs created by AI.*

Most people think AI produces text. Artifacts expand that idea significantly. Instead of simply generating an answer, AI can create something that users can interact with, modify, share, and use in their daily work. Think of artifacts as deliverables rather than responses.

For electrical and mechanical contractors, artifacts could include labor forecasting dashboards, manpower planning tools, safety scorecards, project health reports, change order trackers, estimating calculators, equipment maintenance trackers, onboarding tools, commissioning checklists, or executive KPI dashboards.

Imagine asking AI to create a manpower forecasting tool for a large healthcare project. Instead of receiving a written explanation, the AI generates a working application that supervisors can actually use. This moves AI beyond productivity assistance and into solution creation.

CONSTRUCTION EXECUTIVE TAKEAWAY

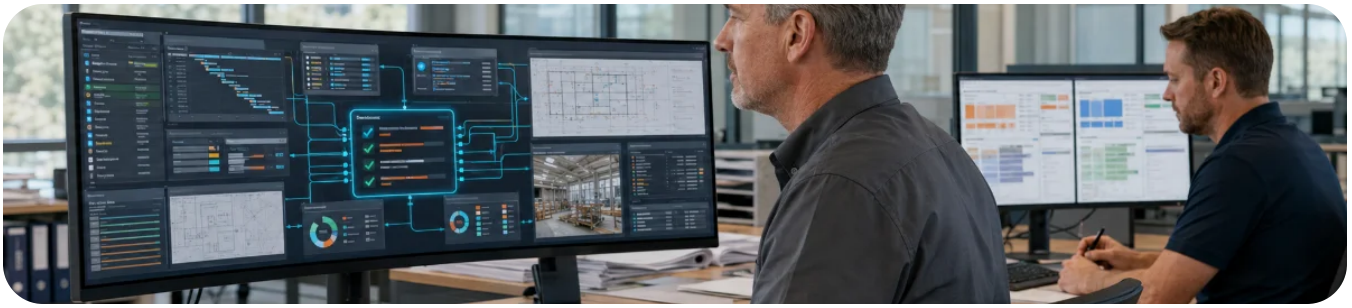
If you're a CEO, COO, President, Operations Executive, or Business Owner, the most important takeaway so far is that AI is evolving from a chatbot into a business operating platform. The companies that gain the most value from AI will not necessarily be the ones with the most licenses. They will be the ones that learn how to connect AI to their documents, processes, systems, workflows, and decision-making.

HOW CLAUDE DIFFERS

Artifacts are one of Claude's most distinctive capabilities. Claude has become particularly well known for its ability to generate working applications, interactive tools, visual dashboards, and sophisticated outputs directly inside the conversation.

ChatGPT offers similar capabilities through coding environments, custom GPTs, and app-building workflows. Copilot focuses more heavily on productivity within Microsoft applications and business processes.

For construction power users, Claude often feels less like a chatbot and more like a rapid application development environment where useful tools can be created in minutes rather than weeks.



NO. 08

Execution

DEF. *The ability of AI to analyze, process, and work with files, documents, spreadsheets, images, and data.*

Execution is where AI begins moving beyond conversation and into action. Instead of simply discussing a spreadsheet, AI can analyze it. Instead of talking about a specification package, AI can review it. Instead of describing a drawing set, AI can evaluate it. For construction organizations, this capability is extremely powerful.

A project executive might upload project schedules, budget reports, manpower data, RFI logs, submittal logs, and meeting minutes. AI can analyze the information and identify trends, risks, bottlenecks, and opportunities.

A safety director could upload incident reports and inspection records and ask AI to identify recurring causes and recommend corrective actions. An estimator could upload multiple subcontractor proposals and ask AI to compare scope coverage, exclusions, assumptions, and pricing differences.

The AI is no longer working from descriptions. It is working directly with the underlying information.

HOW CLAUDE DIFFERS

Claude has earned a strong reputation for document analysis and file review. Many power users rely on Claude when evaluating contracts, specifications, proposals, meeting notes, technical documentation, and other large written materials.

ChatGPT often excels when execution combines multiple capabilities such as coding, web research, calculations, and custom workflows. Copilot's execution strengths come from its deep integration with Excel, Word, PowerPoint, Outlook, Teams, and SharePoint, allowing users to work directly within familiar

business applications.

For construction firms, all three platforms are becoming increasingly capable, but Claude often remains a favorite when large-scale document review is the primary objective.

RELATED FEATURE

Vision

DEF. *Vision allows AI to analyze images, diagrams, drawings, photos, and visual information.*

AI is no longer limited to text. Vision enables systems to review jobsite photos, equipment images, diagrams, markups, safety observations, floor plans, and construction drawings. For contractors, vision capabilities create opportunities to analyze field conditions and visual documentation at scale.

Examples include identifying safety concerns from jobsite photos, reviewing equipment conditions, analyzing markups, comparing installation progress, and extracting information from drawings.

Claude, ChatGPT, and Copilot all offer vision capabilities. Claude is often favored for document-centric visual analysis, while ChatGPT offers strong image interpretation and generation capabilities. Copilot's strength lies in integrating visual analysis with Microsoft documents and business workflows.

RELATED FEATURE

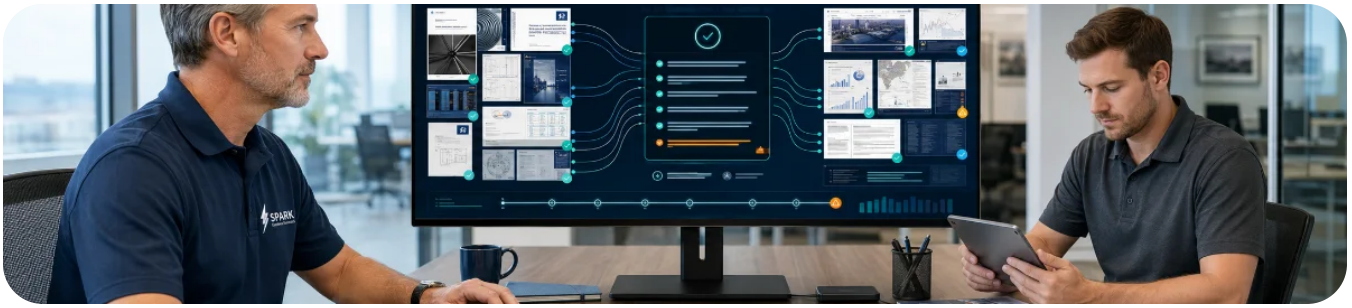
Files

DEF. *Files are documents, spreadsheets, presentations, images, and other content uploaded to AI systems for analysis.*

Much of enterprise AI value comes from the ability to work directly with business documents. Contracts, schedules, specifications, RFIs, submittals, proposals, budgets, and reports can all become part of the AI workflow.

For construction organizations, file analysis is often one of the fastest paths to measurable ROI. A project executive can upload thousands of pages of documentation and ask AI to summarize risks, identify action items, locate contractual obligations, or compare versions of project documents.

The ability to work directly with files transforms AI from an assistant into an analyst.



NO. 09

Search

DEF. *The ability for AI to retrieve and incorporate current information from external sources.*

One of the historical limitations of AI was that it only knew information available during training. Modern search capabilities allow AI to access more current information when answering questions. This transforms AI from a static knowledge system into a dynamic research assistant.

For construction leaders, search can support market research, labor availability analysis, code updates, manufacturer information, product specifications, regulatory changes, economic forecasts, industry trends, and competitive intelligence.

A business development leader could ask AI to research upcoming data center projects in a specific region. A safety manager could research recent OSHA guidance. An estimator could investigate new equipment technologies or manufacturer product changes. Search dramatically expands the range of questions AI can answer.

HOW CLAUDE DIFFERS

Historically, ChatGPT invested heavily in web search, research workflows, and broad information retrieval. Claude has expanded its search capabilities while maintaining its emphasis on reasoning and synthesis. Many users appreciate Claude's ability to combine research findings with thoughtful analysis.

Copilot benefits from Microsoft's search ecosystem and organizational knowledge sources, often blending internet information with company information stored within Microsoft 365.

For executives, search represents one of the clearest examples of how AI is evolving from a productivity tool into a business intelligence platform.

RELATED FEATURE

Web

DEF. *Web access allows AI to retrieve and analyze information from publicly available internet sources.*

The web dramatically expands the information available to AI. Instead of relying solely on historical training data, AI can access current news, market information, regulatory updates, industry publications, manufacturer websites, and countless other resources.

For construction firms, web access supports better decision-making by providing more current information.

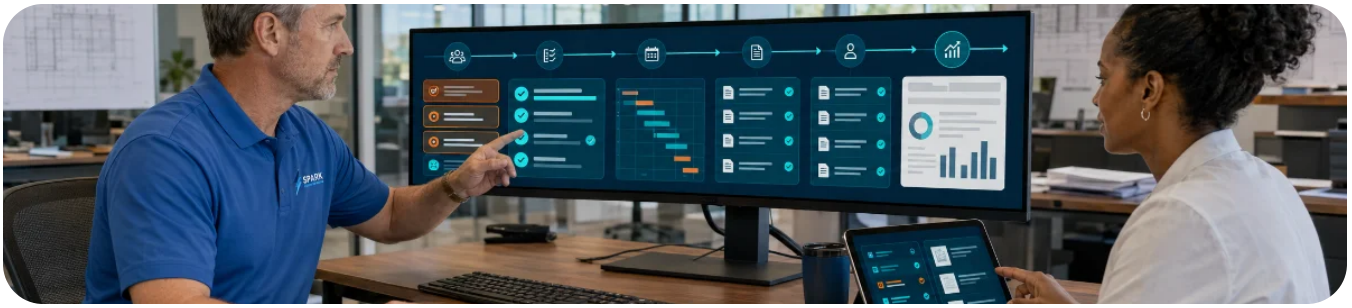
RELATED FEATURE

Research

DEF. *Research combines search, analysis, synthesis, and reasoning to investigate a topic in depth.*

Research goes beyond finding information. It involves collecting information, evaluating sources, identifying patterns, comparing viewpoints, and presenting conclusions.

For executives, research capabilities can support market expansion decisions, acquisition evaluations, technology assessments, workforce planning, strategic initiatives, and competitive analysis. Rather than spending days gathering information manually, leaders can leverage AI to accelerate the research process while maintaining depth and quality.



NO. 10

Cowork

DEF. *AI that actively works alongside users throughout their daily workflow.*

Most AI tools today operate as destinations. Users stop what they're doing, open the AI platform, ask a question, and then return to work. Cowork represents a different vision. Instead of visiting AI, AI accompanies you.

Imagine a project manager reviewing schedules in Primavera, responding to emails in Outlook, updating project information in Procore, reviewing drawings, and participating in Teams meetings. Throughout the day, AI is available to assist, summarize, recommend, analyze, and automate tasks without disrupting the workflow. The AI effectively becomes a digital teammate.

For construction organizations, this could mean AI automatically preparing meeting summaries, drafting follow-up communications, identifying schedule concerns, recommending next actions, tracking commitments, and surfacing relevant project information as work occurs.

The goal is not simply answering questions. The goal is becoming embedded within how work gets done.

HOW CLAUDE DIFFERS

This is currently an area where Microsoft Copilot often holds a significant advantage. Because Copilot is integrated throughout Microsoft 365, many users already experience aspects of cowork functionality inside Outlook, Teams, Word, Excel, and PowerPoint.

Claude is rapidly evolving toward similar experiences through integrations, projects, connectors, and workflow capabilities, but its primary strength today remains thoughtful analysis and project-based work. ChatGPT continues expanding its agent and desktop capabilities, positioning itself as another major player in this space.

For executives evaluating AI strategy, cowork capabilities may ultimately become one of the most transformative developments because they move AI from being a tool employees use to becoming an active participant in daily operations.

RELATED FEATURE

Computer

DEF. *Computer access allows AI to interact directly with applications and workflows running on a user's device.*

Traditionally, AI has operated as a separate tool that users visit when they need assistance. Computer access changes that relationship by allowing AI to participate more directly in the work itself.

Imagine an AI system that can open applications, navigate software, gather information, complete repetitive actions, and help execute business processes. For construction organizations, this could eventually support activities such as updating project records, gathering information from multiple systems, creating reports, reviewing documentation, or assisting with administrative workflows.

Claude has invested heavily in computer-use capabilities that allow AI to interact with software much like a human user would. While ChatGPT and Copilot are developing similar functionality, Claude has received significant attention for demonstrating practical computer interaction workflows.



NO. 11

Design

DEF. *AI-powered capabilities that help create visual content, presentations, graphics, interfaces, and other visual assets.*

When most executives think about AI, they think about writing. Increasingly, however, AI is becoming a design partner as well. Design capabilities allow users to create presentations, proposal graphics, process diagrams, training materials, dashboards, infographics, social media content, and visual reports without requiring specialized design expertise.

For construction organizations, this can dramatically accelerate communication. A business development team might generate proposal graphics for a healthcare client. A safety manager could create visual training materials for field employees. A project executive might build executive dashboards that communicate project health at a glance. Marketing teams can develop industry content faster while maintaining professional quality.

AI is lowering the barrier between an idea and a finished visual product.

HOW CLAUDE DIFFERS

Design is currently an area where ChatGPT often has the advantage due to its native image generation and rapidly expanding creative capabilities. Copilot integrates well with PowerPoint and Microsoft's design ecosystem, making it particularly valuable for organizations already creating large volumes of presentations and internal communications.

Claude's strength is less about generating images and more about helping users design the underlying structure, content, workflows, and interactive applications that support business operations.

For construction firms, Claude often serves as the architect behind the solution while other tools may assist with the visual execution.

RELATED FEATURE

Canvas

DEF. *Canvas provides a dedicated workspace for creating, organizing, and refining content alongside AI.*

Think of Canvas as a collaborative work surface where users and AI can build content together. Instead of receiving answers in a conversation thread, users work within a structured environment that supports drafting, editing, organizing, and refining information.

For construction organizations, Canvas-style workflows can support proposal development, strategic planning, safety programs, training materials, operational documentation, and project planning. The result is a more collaborative experience that feels closer to working on a document than having a conversation.

Claude's Artifacts capability often serves a similar role by allowing users to build and interact with content in dedicated workspaces. ChatGPT and Copilot are also moving toward collaborative document experiences, making this an increasingly common capability across AI platforms.



NO. 12

Connectors

DEF. *Integrations that allow AI to access information stored in external systems and applications.*

One of the biggest challenges organizations face is that information lives everywhere. Project documents may be stored in SharePoint. Financial data may reside in an ERP system. Project records may live in Procore. CRM information may be stored in HubSpot. Safety records may exist in another platform entirely. Connectors help bridge those gaps.

Rather than manually gathering information from multiple systems, AI can access connected data sources and provide a unified experience. For a construction executive, this might mean asking a single question: “Show me all projects currently behind schedule, summarize their risks, identify outstanding change orders, and provide current financial exposure.”

Instead of searching through multiple platforms, AI gathers and synthesizes the information.

HOW CLAUDE DIFFERS

Connectors are becoming a major battleground among AI providers. Copilot enjoys a significant advantage within organizations that heavily utilize Microsoft 365 because it already has access to many of the systems employees use every day.

ChatGPT has invested heavily in integrations and third-party connections across a broad ecosystem. Claude continues expanding its connector capabilities while emphasizing flexibility and openness, particularly through technologies like Model Context Protocol (MCP).

For executives, connectors are important because they represent the foundation of enterprise-wide AI adoption. The more systems AI can access, the more useful it becomes.

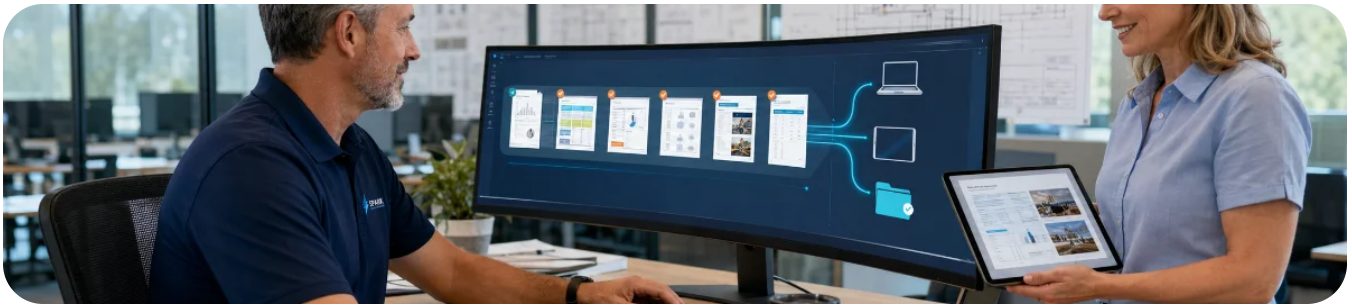
Desktop

DEF. *Desktop applications provide direct access to AI capabilities through a dedicated application installed on a user's computer.*

While web browsers remain common, desktop applications often provide deeper integrations, better performance, and enhanced access to local files and workflows. For power users, desktop environments can create a more seamless AI experience throughout the workday.

Construction professionals frequently work with large files, technical documents, drawings, schedules, and spreadsheets, making desktop integration particularly valuable.

Claude's desktop application has become popular among power users because it enables closer integration with local workflows and supports advanced capabilities such as computer use and local file access.



NO. 13

MCP

DEF. *The Model Context Protocol — an open standard that allows AI systems to securely communicate with external tools, applications, and data sources.*

MCP is one of the most important capabilities in the future of enterprise AI, even though many executives have never heard of it. Think of MCP as a universal adapter.

Years ago, every software platform required custom integrations. MCP aims to create a common language that allows AI systems and business applications to communicate more easily. Instead of building dozens of custom connections, organizations can use MCP-compatible tools that speak the same language.

For construction organizations, this could eventually allow AI to interact with estimating platforms, ERP systems, scheduling software, document management platforms, service systems, CRM tools, safety databases, and custom applications through a standardized framework. The result is greater flexibility and less dependence on proprietary ecosystems.

HOW CLAUDE DIFFERS

Anthropic has been one of the strongest advocates for MCP and helped popularize the concept throughout the AI industry. While Microsoft, OpenAI, Google, and others continue developing their own integration strategies, Claude has become closely associated with the broader movement toward open interoperability.

For executives, the importance of MCP is strategic. It represents a future where organizations may have greater freedom to connect AI systems to the tools they already use rather than being locked into a single vendor ecosystem.

MCP Servers

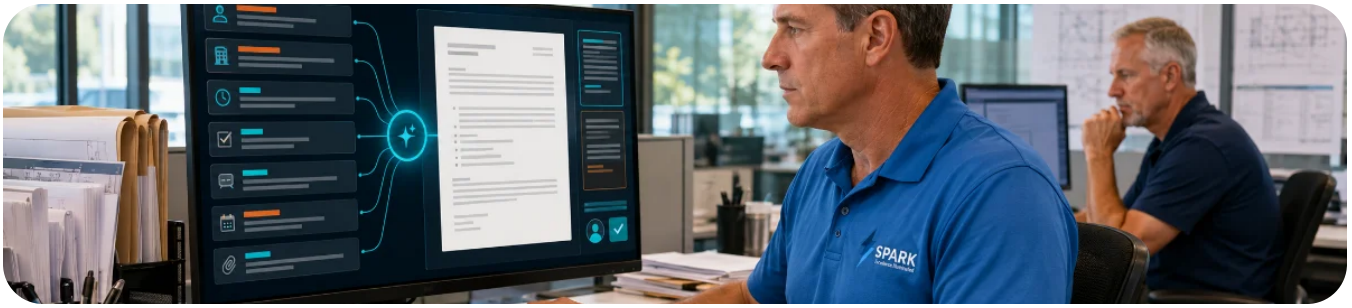
DEF. *MCP servers provide standardized access points that allow AI systems to communicate with external tools, applications, and data sources.*

If MCP is the language, MCP servers are the translators. These servers provide structured ways for AI to access information and perform work across multiple systems.

For example, an MCP server could allow AI to access:

- Project management platforms
- CRM systems
- ERP software
- Estimating databases
- Safety systems
- Internal knowledge repositories

Rather than building custom integrations repeatedly, organizations can create reusable connections that support many different AI workflows. As a result, Claude is often associated with the growing ecosystem of MCP-compatible tools and integrations.



NO. 14

Skills

DEF. *Specialized instructions, workflows, and expertise packages that enable AI to perform specific tasks consistently.*

Think of skills as job descriptions for AI. Instead of starting from scratch every time, organizations can create repeatable expertise that employees can activate whenever needed.

For example, a contractor may create dedicated skills for:

- RFI development
- Submittal review
- Change order analysis
- Bid leveling
- Safety incident investigations
- Schedule risk assessments
- Project closeout reviews
- Equipment maintenance planning

Once established, employees can leverage those skills without becoming prompting experts themselves. The organization effectively captures institutional knowledge and distributes it at scale.

HOW CLAUDE DIFFERS

Claude has become particularly popular among advanced users who build sophisticated workflows and specialized business processes. ChatGPT offers similar functionality through Custom GPTs, often providing greater flexibility for organizations that want highly customized AI assistants. Copilot increasingly supports specialized workflows within the Microsoft ecosystem and business applications.

For construction firms, skills represent one of the most practical paths toward standardization because they help ensure employees receive consistent outputs regardless of their AI experience level.

RELATED FEATURE

Skill Files

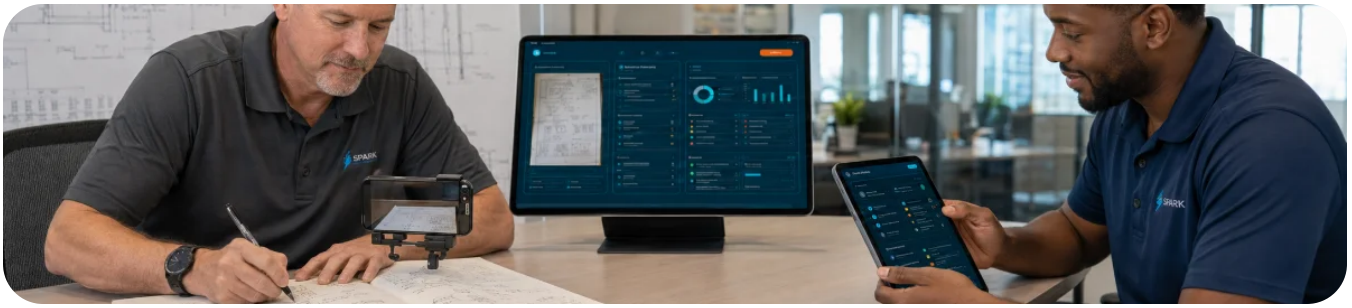
DEF. *Skill files contain instructions, workflows, and expertise that help AI perform specialized tasks consistently.*

Think of a skill file as a digital playbook. Rather than requiring users to explain a process repeatedly, organizations can package expertise into reusable instructions.

For construction organizations, skill files may contain:

- RFI standards
- Estimating procedures
- Safety investigation processes
- Proposal development workflows
- Change order review procedures
- Quality control standards

The result is greater consistency across teams and departments.



NO. 15

Plugins

DEF. *Add-on capabilities that extend what AI can do beyond its core functionality.*

A plugin is similar to adding a new tool to an employee's toolbox. Without plugins, AI may answer questions. With plugins, AI may gain access to specialized systems, databases, applications, or functions.

For example, a plugin might allow AI to:

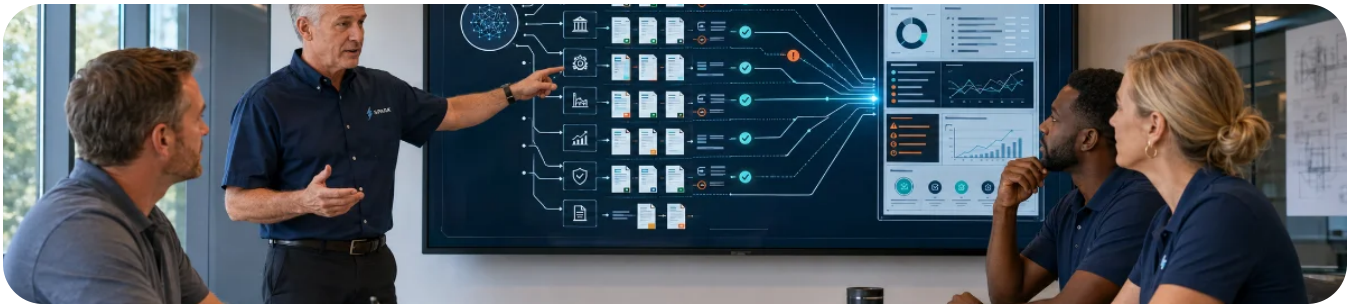
- Access weather information
- Retrieve project records
- Query financial systems
- Analyze schedules
- Connect to estimating platforms
- Review procurement data
- Access equipment information

The plugin expands the AI's usefulness within a specific environment. For construction organizations, plugins help bridge the gap between AI and existing operational systems.

HOW CLAUDE DIFFERS

Historically, ChatGPT led much of the industry in plugin adoption and third-party ecosystem development. Copilot integrates capabilities through Microsoft's application ecosystem and business platforms. Claude's strategy increasingly focuses on broader connectivity through MCP, tools, connectors, and workflow automation rather than relying solely on traditional plugin architectures.

For executives, the specific terminology matters less than the outcome: AI becomes significantly more valuable when it can access and interact with the systems employees already depend on.



NO. 16

Routines

DEF. *Automated sequences of tasks that run repeatedly with little or no human intervention.*

Many business processes follow predictable patterns. Weekly reports. Monthly forecasts. Daily safety summaries. Project status updates. Executive dashboards. Routines allow AI to automate these recurring activities.

Imagine an AI system that automatically reviews project data every Friday, identifies risks, summarizes project health, highlights budget concerns, and distributes executive reports. The information is gathered, analyzed, formatted, and delivered without requiring manual effort.

For construction firms, routines could automate:

- Weekly project reporting
- Safety reporting
- Labor forecasting
- Equipment utilization analysis
- Backlog reporting
- Change order tracking
- Service performance reviews
- Executive scorecards

This frees employees to focus on decision-making rather than information gathering.

HOW CLAUDE DIFFERS

All major AI platforms are moving aggressively toward automation. Copilot has a significant advantage through Microsoft's Power Automate ecosystem and business workflow integrations. ChatGPT continues expanding automation and agent-based capabilities. Claude's approach often emphasizes intelligent workflows that combine reasoning, analysis, and automation into larger business processes.

For executives, routines represent one of the clearest paths to measurable ROI because they directly reduce repetitive administrative work while increasing consistency and visibility.

RELATED FEATURE

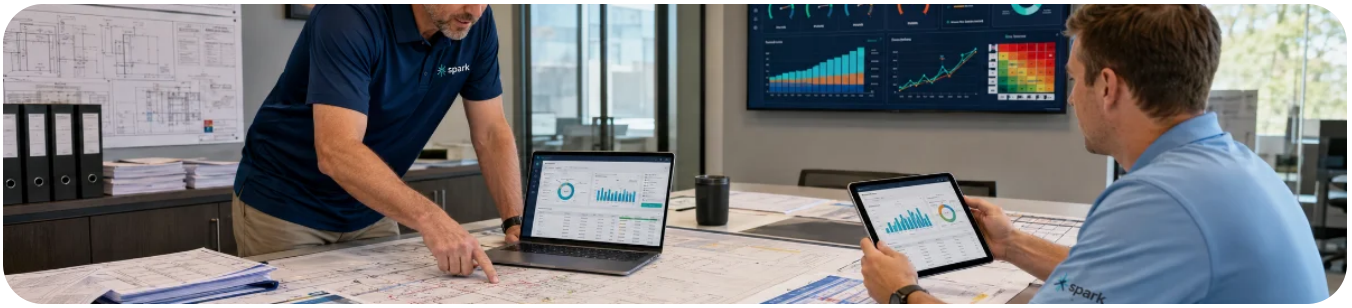
Scheduled Routines

DEF. *Scheduled routines automatically execute predefined workflows at designated times.*

Rather than manually initiating tasks, organizations can configure AI to perform recurring activities automatically. Examples include:

- Daily project summaries
- Weekly executive reports
- Monthly backlog reviews
- Safety performance tracking
- Labor forecasting updates
- Equipment utilization analysis

While all major AI platforms are moving toward automation, scheduled workflows are becoming increasingly important because they transform AI from a reactive tool into a proactive contributor.



NO. 17

Tools

DEF. *Functions that allow AI to perform actions, calculations, analysis, and other tasks beyond simply generating text.*

If Chat is the conversation and Thinking is the reasoning, Tools are the hands. Tools allow AI to do things rather than simply talk about them.

For example, a tool may allow AI to analyze spreadsheets, perform calculations, generate charts, review drawings, compare documents, create reports, search databases, or interact with external applications. Without tools, an AI might explain how to perform a task. With tools, it can often perform the task itself.

For an electrical contractor, tools might be used to compare subcontractor bids, analyze labor productivity trends, calculate project forecasts, review change order exposure, or generate executive dashboards. A mechanical contractor might use tools to analyze service performance data, review maintenance trends, compare equipment histories, or identify recurring operational issues.

As AI platforms continue to evolve, tools are transforming AI from a conversational assistant into an active business contributor.

HOW CLAUDE DIFFERS

Claude has invested heavily in making tools feel like a natural extension of the conversation. Users often move seamlessly between asking questions, analyzing files, generating applications, and producing reports.

ChatGPT currently offers one of the broadest tool ecosystems available, including research tools, coding environments, image generation, file analysis, and custom workflows. Copilot's tools are deeply integrated into Microsoft applications, making them particularly effective for organizations that spend most of their time inside Outlook, Excel, Teams, Word, and PowerPoint.

For executives, tools are important because they represent the transition from AI as an information source to AI as a productivity engine.

RELATED FEATURE

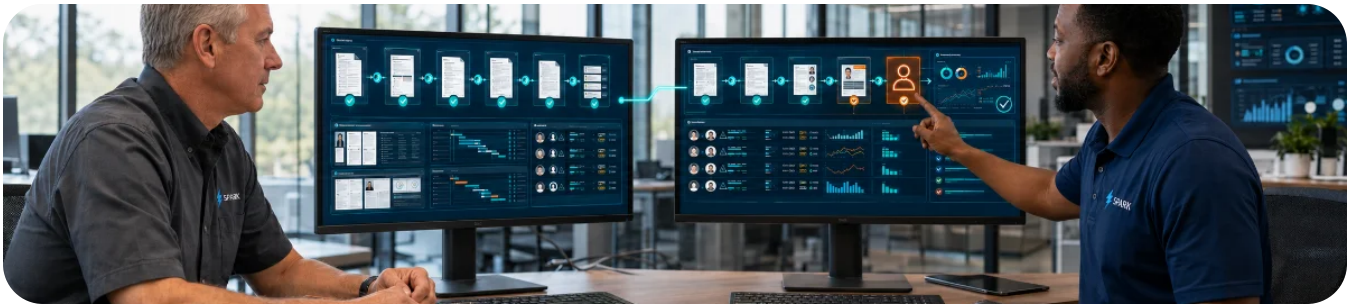
Tool Calling

DEF. *Tool calling allows AI to invoke external tools and systems in order to complete tasks.*

When AI determines that additional functionality is required, it can call an appropriate tool rather than relying solely on its own knowledge. For example, AI may:

- Query a database
- Generate a chart
- Analyze a spreadsheet
- Access project records
- Retrieve information from a connected platform

Tool calling is one of the foundational technologies that enables advanced automation and agent behavior. It exists across Claude, ChatGPT, and Copilot, but it has become a core component of Claude's strategy around agents, workflows, and MCP integrations.



NO. 18

Agents

DEF. *Autonomous AI systems capable of completing multi-step tasks and workflows with limited human supervision.*

Agents are one of the most talked-about developments in artificial intelligence today. Most AI interactions today involve a user asking a question and receiving an answer. Agents expand that model significantly.

Instead of completing a single task, an agent can perform a series of connected actions to accomplish a larger objective. Think of the difference between an employee who answers questions and an employee who owns a process.

For example, an AI agent could:

- Review incoming project documentation
- Identify missing information
- Generate RFIs
- Notify responsible parties
- Track responses
- Update project records
- Create executive summaries

All of these activities occur as part of a coordinated workflow. For construction organizations, agents could eventually support estimating, procurement, project management, safety, service operations, quality control, and executive reporting. The long-term vision is not simply answering questions faster. It is delegating meaningful work.

Anthropic has positioned Claude aggressively toward agent-based workflows and autonomous business processes. ChatGPT is also investing heavily in agents and currently offers some of the industry's most advanced agent capabilities. Microsoft is embedding agents directly into Copilot and Microsoft 365, allowing organizations to build agents that operate within familiar business systems.

For executives, agents may ultimately become one of the most transformative developments in enterprise AI because they shift the conversation from productivity enhancement to workforce augmentation.

RELATED FEATURE

Subagents

DEF. *Subagents are specialized AI agents that perform individual tasks as part of a larger workflow.*

Imagine a project executive assembling a team of specialists. One person reviews contracts. One analyzes schedules. One evaluates budgets. One monitors risks. Subagents operate similarly.

Rather than relying on a single AI process, multiple specialized agents collaborate to solve larger problems. For construction organizations, subagents could support estimating, scheduling, safety, procurement, quality control, and executive reporting simultaneously.

RELATED FEATURE

Agent Teams

DEF. *Agent teams are groups of specialized AI agents that collaborate to complete complex workflows.*

As organizations scale AI adoption, multiple agents often work together rather than independently. For example, an executive reporting workflow might involve:

- A financial agent
- A project health agent
- A labor analysis agent
- A risk management agent

Each contributes expertise before a final report is assembled. This mirrors how human organizations operate today.

RELATED FEATURE

Dynamic Agents

DEF. *Dynamic agents adapt their behavior and responsibilities based on changing business conditions.*

Unlike fixed automation, dynamic agents can determine what actions are required based on current circumstances. For example, a dynamic project management agent may focus on labor shortages during one project phase and schedule recovery during another.

This flexibility allows AI to respond more intelligently to evolving business environments. For construction firms, dynamic agents could eventually support real-time decision-making across operations, service, estimating, and project management.



NO. 19

Code

DEF. *The ability for AI to write, understand, analyze, and execute software code.*

Many executives hear the word code and immediately assume it is only relevant to software developers. That assumption is becoming less true every year.

Modern AI platforms can generate applications, dashboards, calculators, workflows, integrations, and business tools from natural language instructions. A project executive can describe a problem in plain English and receive a working solution. For example:

- An estimating calculator
- A labor forecasting dashboard
- A project risk assessment tool
- A change order tracking system
- A safety inspection application
- A service dispatch reporting system

In many cases, no traditional coding knowledge is required from the end user. The AI handles the technical complexity behind the scenes. For construction organizations, this creates opportunities to develop custom tools at a fraction of the historical cost and timeline.

HOW CLAUDE DIFFERS

Claude has earned a strong reputation among developers and power users for producing high-quality code and helping build practical business applications. Many users appreciate Claude's ability to generate complete solutions while maintaining readability and structure.

ChatGPT remains one of the strongest overall coding platforms available and offers an extensive ecosystem for software development. Copilot originated as a coding assistant and remains deeply integrated into development environments while increasingly expanding into broader business use cases.

For executives, the key takeaway is not coding itself. The key takeaway is that AI is dramatically reducing the barriers to creating custom business software.

RELATED FEATURE

CLAUDE.md

DEF. *CLAUDE.md is a configuration file that provides instructions, standards, and guidance that Claude follows when working on a project.*

Think of CLAUDE.md as an employee handbook for AI. Instead of repeatedly explaining expectations, organizations can define standards once and allow AI to consistently follow them. For example, a construction company could establish instructions regarding:

- RFI formatting standards
- Proposal structures
- Safety documentation requirements
- Naming conventions
- Communication preferences
- Quality control procedures

As AI becomes more integrated into daily operations, these instruction files help ensure consistency across projects and departments. Similar capabilities exist in ChatGPT through Custom GPT instructions and in Copilot through organizational policies.

RELATED FEATURE

Plan

DEF. *Planning allows AI to break complex objectives into structured sequences of tasks and milestones.*

Many business challenges cannot be solved with a single action. Instead, they require planning. For example, implementing a new safety program may involve:

- Assessing current conditions
- Developing standards

- Creating training materials
- Scheduling implementation
- Measuring adoption
- Tracking performance

AI planning capabilities help organize these activities into logical workflows. Claude is often recognized for producing highly structured plans that emphasize reasoning and logical sequencing, making it particularly attractive for complex business and operational challenges.

RELATED FEATURE

Hooks

DEF. *Hooks are automated triggers that initiate actions when specific events occur.*

Think of hooks as digital sensors. When something happens, the hook activates a workflow.

Examples include:

- A new document being uploaded
- A change order being submitted
- A project milestone being reached
- A safety incident being reported
- A service ticket being created

Rather than waiting for employees to initiate action, hooks allow systems to respond automatically. For construction organizations, hooks can dramatically reduce administrative delays and improve responsiveness.

RELATED FEATURE

Slash Commands

DEF. *Slash commands are shortcut instructions that allow users to quickly trigger predefined actions.*

Rather than typing a lengthy request, users can execute a command that automatically launches a specific workflow. Examples might include `/rfi`, `/changeorder`, `/safetyreview`, `/projectsummary`, and `/contractanalysis`.

These shortcuts help standardize processes while improving efficiency. For power users, slash commands often become one of the fastest ways to interact with AI systems.

RELATED FEATURE

Permissions

DEF. *Permissions determine what information, systems, and actions AI is authorized to access.*

As AI becomes more integrated into business operations, governance becomes increasingly important. Not every employee should have access to every document. Not every AI workflow should have authority to modify business systems. Permissions help organizations control access while maintaining security and compliance.

For construction firms, permissions may regulate access to financial records, human resource information, contract documents, customer data, project records, and executive reporting. Strong permission structures are essential for enterprise AI adoption.

RELATED FEATURE

GitHub

DEF. *GitHub is a platform used to manage software projects, code, documentation, and collaboration.*

While traditionally associated with software development, GitHub is increasingly becoming relevant to AI initiatives. Organizations use GitHub to store custom AI applications, automation workflows, internal tools, documentation, integration projects, and configuration files.

As AI-driven development expands, GitHub often becomes the central repository for managing these assets. For construction firms building custom AI tools, GitHub may eventually become part of the technology infrastructure supporting innovation initiatives.

RELATED FEATURE

IDE

DEF. *An Integrated Development Environment, or IDE, is a workspace used to build, test, and manage software applications.*

Historically, IDEs were reserved for software developers. Today, AI is making development more accessible to business users. Construction organizations may increasingly leverage IDEs to create estimating tools, project dashboards, safety applications, reporting systems, service management utilities, and operational automation workflows.

AI reduces the technical barriers involved, allowing organizations to develop custom solutions faster than ever before. Claude has become highly regarded among developers for its ability to assist with software creation, troubleshooting, and code generation within modern development environments.



NO. 20

API

DEF. *An Application Programming Interface — a method that allows software systems to communicate with one another.*

If MCP is the universal language, APIs are the actual conversations taking place between systems. Most business software already relies on APIs.

When your CRM communicates with your ERP system, APIs are involved. When your project management platform exchanges information with accounting software, APIs are involved. When AI connects to another system, APIs are often what make that connection possible.

For construction organizations, APIs create opportunities to embed AI directly into existing business processes. Imagine:

- AI reviewing incoming RFIs automatically
- AI analyzing change orders before approval
- AI monitoring project health in real time
- AI generating executive dashboards daily
- AI evaluating service tickets as they are submitted
- AI supporting estimators during bid development

Rather than employees leaving their systems to access AI, the AI becomes embedded directly into the systems they already use. This is often where enterprise-scale AI initiatives begin.

HOW CLAUDE DIFFERS

Claude, ChatGPT, and Copilot all offer APIs and enterprise integration capabilities. The difference is often less about the API itself and more about the ecosystem surrounding it. Microsoft's advantage comes from its deep integration throughout Microsoft 365 and Azure. ChatGPT benefits from one of the largest developer ecosystems in the world. Claude has gained significant traction among organizations seeking flexibility, strong reasoning capabilities, and open integration approaches.

For executives, APIs are not something you need to learn how to build. They are important because they represent the bridge between AI and your business operations.

RELATED FEATURE

SDK

DEF. *A Software Development Kit, or SDK, is a collection of tools and resources that help developers build applications using a platform's capabilities.*

Think of an SDK as a construction toolkit. Rather than creating everything from scratch, developers use prebuilt components that accelerate development. For AI projects, SDKs help organizations create custom applications, internal tools, integrations, dashboards, and automated workflows.

For construction companies pursuing custom AI initiatives, SDKs often become important building blocks behind the scenes.

RELATED FEATURE

Remote

DEF. *Remote capabilities allow AI systems to access and interact with resources located outside the local environment.*

Modern businesses operate across multiple systems, locations, and cloud platforms. Remote capabilities enable AI to work across these environments without requiring all information to exist in one place. For construction organizations, remote access may support:

- Multi-office operations
- Cloud-based project platforms
- Distributed teams
- Regional project portfolios
- Remote service operations

As organizations grow, remote connectivity becomes increasingly important.

RELATED FEATURE

Caching

DEF. *Caching stores frequently used information so that it can be retrieved more quickly in the future.*

Think of caching as keeping commonly used tools close at hand rather than retrieving them from storage every time they are needed. For AI systems, caching improves efficiency, responsiveness, and performance. In construction environments, caching may help accelerate access to frequently referenced specifications, company standards, safety procedures, project templates, and operational documentation.

While largely invisible to end users, caching plays an important role in creating responsive AI experiences.

RELATED FEATURE

Constitutional AI

DEF. *Constitutional AI is a framework that guides AI behavior using a defined set of principles and rules.*

Just as organizations establish values, policies, and standards for employees, AI systems require guidance regarding how they should behave. Constitutional AI helps establish guardrails around accuracy, safety, transparency, ethics, compliance, and decision-making. For enterprise organizations, these principles help ensure AI operates in a predictable and responsible manner.

Constitutional AI is one of Anthropic's foundational innovations and a major differentiator for Claude. Rather than relying solely on human review, Claude was designed around a framework of principles intended to improve safety, reliability, and alignment. While all major AI providers prioritize responsible AI development, Constitutional AI remains one of the defining characteristics most closely associated with Claude's approach to enterprise AI.

Where Should Construction Companies Start?

If all of this feels overwhelming, don't worry. You do not need to implement all of these capabilities at once.

For most contractors, the AI maturity journey typically unfolds in four phases.

PHASE 1 • EMPLOYEE PRODUCTIVITY

Chat • Prompting • Refinement • Search • File Analysis

PHASE 2 • DEPARTMENT OPTIMIZATION

Projects • Memory • Artifacts • Skills • Connectors

PHASE 3 • BUSINESS PROCESS AUTOMATION

Tools • Routines • MCP • Agents • APIs

PHASE 4 • ENTERPRISE TRANSFORMATION

Agent Teams • Dynamic Agents • Custom Applications • Workflow Automation • AI-Powered Operations

The majority of construction companies today are somewhere between Phase 1 and Phase 2. That is perfectly normal. The goal is not to jump immediately to autonomous agents or enterprise-wide automation. The goal is to build maturity step by step.

Start by helping employees become more productive. Then help departments standardize repeatable workflows. Then connect AI to your systems and data. Then begin automating processes. Over time, AI becomes less of a tool and more of an operating layer across the business.

Final Thoughts

The infographic that inspired this guide contains twenty major capabilities and dozens of supporting features. At first glance, they may appear to be separate technologies. In reality, they represent pieces of a larger transformation occurring across the entire AI industry.

Chat is becoming workflows. Workflows are becoming tools. Tools are becoming agents. Agents are becoming digital teammates.

Whether an organization chooses Microsoft Copilot, Claude, ChatGPT, Gemini, or another platform, the direction is increasingly the same. AI systems are evolving to:

- Understand vast amounts of information
- Access organizational knowledge
- Connect to business systems
- Automate repetitive work
- Create custom applications
- Support decision-making
- Execute business processes
- Collaborate alongside employees

At Dynaimix, we generally recommend Microsoft Copilot for the majority of employees because it provides immediate value within the Microsoft ecosystem where most organizations already operate. However, many power users eventually gravitate toward Claude because of its strengths in document analysis, reasoning, project organization, artifacts, and emerging agent capabilities. Others rely heavily on ChatGPT because of its broad ecosystem, advanced research capabilities, coding tools, image generation, and extensive integrations.

The most important lesson for executives is this:

The future of AI is not about choosing a single platform. It is about understanding the capabilities and features that are rapidly becoming standard across all platforms.

Organizations that understand these capabilities today will be better positioned to evaluate technology investments, identify opportunities, improve operations, and create competitive advantages tomorrow. The companies that win with AI will not be the ones that experiment the most. They will be the ones that successfully connect AI to the way their business actually operates.
