

Better AI use starts with better judgment

AI makes answers abundant. Judgment determines when and how to accelerate.

Created to understand OpenAI's model and reasoning choices—and compare which combinations are lighter or heavier on your usage budget.

1. START WITH THE OUTCOME

CHAT

Use Chat when you need a conversation

Think, ask, refine, draft, compare options, or get quick help. The answer itself is the deliverable. Start at Light; move to Medium for comparison, planning or synthesis; use High when deeper analysis or trade-off judgment matters.

WORK

Use Work when you need something produced or investigated

Create or edit files, research with sources, analyse data, build slides or spreadsheets, or handle a multi-step task where tools and continuity matter.

RULE OF THUMB: if you would normally open a document, browser, spreadsheet or slide deck, use Work.

2. CHOOSE A MODEL BY THE SHAPE OF THE TASK

LUNA

Fast • clear and repeatable

CRM or meeting summaries
Extract, classify, format
First-pass email refinement

MODEL 1×

TERRA

Balanced • everyday work

Customer proposals
Meeting analysis and plans
Practical documents with tools

MODEL ~2×

SOL

Depth • judgment and polish

Strategy options and research
Board-ready narrative
Important ambiguous decisions

MODEL ~4×

3. CHOOSE THE LOWEST THINKING EFFORT THAT FITS THE TASK

Step up only when the task needs more planning, checking or judgment.

Light / Low	Quick, well-scoped task	1×	Extra High	More checking and deeper analysis	~4×
Medium	Default for most work	~1.5×	Max	Hardest single problem	~6×
High	Multiple steps, sources or trade-offs	~2.5×	Ultra	Parallel sub-tasks; only if work splits	~8×+

RELATIVE PLANNING UNITS = MODEL × THINKING EFFORT.

Example: Terra (~2×) × High (~2.5×) ≈ 5 units. A comparison tool—not credits, billing units or a cost forecast.

Looking for help to improve decision-making in your team?

Celemi's business simulations help people practise trade-offs, make decisions and reflect on consequences. [Contact us to learn more.](#)

Practical Celemi heuristic—not official OpenAI pricing, credit or billing guidance. Actual usage and costs depend on your plan, settings and tasks. Check current provider pricing before making cost decisions.