In 1992 Gross and Prasad conjectured that the non-vanishing of periods of automorphic forms on $SO_{n+1} \times SO_n$ along the diagonal subgroup $SO_n$ is equivalent to the non-vanishing of certain automorphic $L$-functions at the central critical value. Gan, Gross and Prasad extended this conjecture, now known as the Gan-Gross-Prasad (GGP) conjecture, to the remaining classical groups. The original Gross-Prasad conjecture was refined by Ichino and Ikeda, where an explicit relationship was conjectured between the period integral and the central critical $L$-values. In this talk we will discuss recent work which formulates a global Gan-Gross-Prasad conjecture and proves three cases for a non-classical group known as the general spin group. (Received July 09, 2019)