go1

Competitive differentiators
## Key Strengths

### LinkedIn Learning
- Content quality
- Data-driven learning
- Content format variety
- Business, Technology & Creative Skills libraries
- Brand recognition

### OpenSesame
- Content variety - formats, lengths, topics, providers
- LMS compatibility
- Personalized curation
- Various pricing options

### Cornerstone
- Content quality
- White glove service
- Personalized recommendations
- Microlearning content
- Resource format variety

### Skillsoft
- Topic coverage
- Multimodal content
- Agile integration and delivery options
- Emerging technologies library
- Servicing model

## Key Weaknesses

### LinkedIn Learning
- Compliance & WHS
- Content variety
- Accessibility in third-party systems
- Third-party functionality
- Pricing

### OpenSesame
- Best-in-breed providers
- Limited servicing model
- Third-party integrations
- Rigid course access model

### Cornerstone
- Compliance & WHS
- Purchasing model
- Industry-specific content
- Content-length variety
- Exportability & use in third-party systems

### Skillsoft
- Format variety
- In-topic variety
- Corporate audience themes
- Outdated content
- Accent localization

## How We Win

### LinkedIn Learning
- Go1 is truly a ‘one-stop shop’
- Content variety
- Accessibility and integrations in third-party systems
- Size and evergreen nature of library
- Less expensive

### OpenSesame
- Best-in-breed providers
- Service model
- Content gaps
- Course access model - unlimited subscription by default

### Cornerstone
- Go1 is truly a ‘one-stop shop’
- Industry-specific training
- Accessibility and integrations in third-party systems
- Content variety

### Skillsoft
- Variety
- We offer Skillsoft’s best courses in Go1 Content Hub
- Speaks to many audiences
- Partnership with Skillsoft