



Linda Moorman



M .A ., P C C , C P C C,
Founder & CEO

With a 30-year career at Gallup consulting with Fortune 500 companies, deep expertise in CliftonStrengths, and delivering hundreds of development programs, Linda Moorman now partners directly with organizations to support their Talent and Teams to unlock potential, accelerate growth and elevate performance.

During her time with Gallup, Linda partnered with organizations in the U.S. and Asia Pacific regions on talent and leadership development. As an original member of the first team to introduce CliftonStrengths[®] to clients, she played a key role in bringing the methodology to corporate environments. During her time at Gallup, she coached hundreds of global leaders and managers, specializing in strengths-based development, effective leadership, and high performing teams. Her work included leading manager development workshops, training strengths coaches around the world and facilitating transformative experiences for executive teams.

In 2024, Linda launched Core Potential Leadership and now leverages her depth of experience in organizational communication and strengths-based principles to help organizations and leaders to bring out the best in their people by using practical, strengths-driven strategies that build engagement, collaboration, trust, and lasting performance. Linda has a Masters degree from the University of Nebraska-Omaha in Organizational Communication, Professional Certified Coach (PCC) credential from the International Coach Federation and Co-Active Certified Professional Coach (COPC) credential from the Coaches Training Institute.

I have had the privilege of working with Linda for over 15 years. Linda brings rare insight and a deep understanding of talent, always recognizing and nurturing potential with clarity and precision. Her honesty is unwavering, delivered with a care that builds trust and drives meaningful growth. She brings both heart and strategy to every engagement, making a lasting impact on individuals and teams alike. Linda is truly one of the most gifted partners I've ever known!

- Erin Cramlet, Head of Employee Experience, APAC & Japan - Adobe

Linda's services include executive, leader and specialty one-on-one coaching engagements, team strengths and performance workshops and, group development program.

linda@corepotentialleadership.com

(949) 910 4523