

# *UNCOMMON* IMPACT



**21 PRINCIPLES FOR ACCELERATING  
IN PERSONAL LEADERSHIP**

BY MATTHEW COLLINS

# UNCOMMON IMPACT

## ACCELERATING IN YOUR INNER BELIEF SYSTEM

### 1. BELIEVING WHAT YOU DO HAS PURPOSE

QUOTES & THOUGHTS BY  
MATTHEW COLLINS

I know it's not easy going from task to task everyday, it can get mundane and draining; What I have learned tho, is that when I remind myself that what I am doing is serving a purpose beyond me, it gives me energy to put my all into what I am doing. I want to encourage you, that your role plays a bigger part in the lives of individuals, more than you even know. Your position is an opportunity to serve people well and make a difference that only you can make. **You are not just a person with a job, you are a person on a mission!**

Think about how you can, right now, start living this principle out

UNCOMMON IMPACT QUOTE:

**"YOU HAVE AN  
OPPORTUNITY  
RIGHT NOW, TO  
LEAVE A MARK  
THAT NO ONE  
ELSE CAN, IN  
THE ROLE YOUR  
CARRYING OUT"**

# UNCOMMON IMPACT

ACCELERATING IN YOUR  
INNER BELIEF SYSTEM

## 2. BELIEVING THAT SERVANT LEADERSHIP MATTERS

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

What I have realized through my years of working for leaders and through leading others, is that people are inspired by leaders who are humble, transparent and willing to get their hands a little messy for the good of the group and mission; that's what servant leadership is all about. **It's not titles and positions that make legendary leaders, it's the results that come through serving your team and others with a heart of gold.**

Think about how you can, right now, start living this principle out

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UNCOMMON IMPACT QUOTE:

**"NO MATTER THE  
TITLE YOU  
CARRY, THE MOST  
EFFECTIVE WAY  
TO LEAVE A  
GREAT IMPACT IS  
TO LEAD BY  
EXAMPLE WITH  
SERVANT  
LEADERSHIP"**

# UNCOMMON IMPACT

ACCELERATING IN YOUR  
INNER BELIEF SYSTEM

## 3. BELIEVING THEIR IS GENUINE GREATNESS IN YOU

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

You were not born to just fit in, punch a clock and pay bills; you were born to make an impact on the world with the amazing gifts and uniqueness that is within you. **You have within you, ideas, passion, skills and qualities that are not only unique but extremely valuable and important to your generation, your nation and the people you are working with in this chapter of your life. The world needs the greatness in you!**

Think about how you can, right now, start living this principle out

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UNCOMMON IMPACT QUOTE:

**"YOU ARE  
PACKAGED WITH  
UNIQUE  
GREATNESS THAT  
NO ONE ELSE CAN  
DISPLAY BUT  
YOU. HUMBLY &  
CONFIDENTLY  
LIVE, LEAD AND  
PLAY LIKE IT!"**

# UNCOMMON IMPACT

ACCELERATING IN YOUR  
INNER BELIEF SYSTEM

## 4. BELIEVING THAT GENUINE TEAMWORK MAKES EVERYONE MORE EFFECTIVE

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

Not only does teamwork make the dream work, but genuine teamwork makes achieving the dream a lot easier and everyone more effective in their roles. What I mean by genuine teamwork, is every team member embracing the invisible intangibles that make a team powerful and phenomenal; such as truly believing in one another's greatness, and everyone taking responsibility to be a great teammate.

Think about how you can, right now, start living this principle out

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UNCOMMON IMPACT QUOTE:

"THE MORE ARMS  
THAT ARE  
LOCKED  
TOGETHER FOR A  
GREATER CAUSE,  
THE MORE  
STRONGER YOU  
WILL BE IN  
ACHIEVING YOUR  
MISSION"

# UNCOMMON IMPACT

## ACCELERATING IN UNCOMMON ENERGY

### 1. PURSUING NEXT LEVEL PASSION

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

There are levels to passion, and the greatest impact makers have levels of passion that go beyond the norm. You can possess passion that fuels your work to greater heights and makes you unforgettable, but it starts with you pursuing next level ambition. Ambition that's not about awards and accolades but about the greater good of humanity & the part you play in it. Channel your energy into this mindset & let results and awards take care of themselves; This is what the great ones do.

Think about how you can, right now, start living this principle out

UNCOMMON IMPACT QUOTE:

"WHEN YOU CAN  
TUNE OUT TOXIC  
AMBITIONS & FOCUS  
ON THE GREATER  
CAUSE, YOU WILL  
EXPERIENCE  
PASSION THAT  
FUELS YOU TO  
GREATER LEVELS OF  
IMPACT, LIKE YOU  
CAN'T IMAGINE."

# UNCOMMON IMPACT

## ACCELERATING IN UNCOMMON ENERGY

### 2. FINDING YOUR STORY IN THE GREATER CAUSE

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

It's one thing to be committed to an organization or a team on paper, but it's a whole other thing to be committed in your heart because of how the mission hits home with you. **Is it the type of kids you work with, the history of the organization or the big dreams of the team that resonates with your personal story and dreams?** Think about this and embrace the common story you have, it will fuel your inner energy towards greatness!

Think about how you can, right now, start living this principle out

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UNCOMMON IMPACT QUOTE:

"THINK ABOUT HOW  
THE MISSION OF  
YOUR  
ORGANIZATION  
RELATES TO YOUR  
STORY. WHEN YOU  
EMBRACE COMMON  
GROUND WITH  
YOUR STORY & THE  
MISSION, AMAZING  
CAN HAPPEN"

# UNCOMMON IMPACT

## ACCELERATING IN UNCOMMON ENERGY

### 3. INVESTING YOUR ENERGY THE RIGHT WAY

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

Energy is a lot like money, it's neither good nor bad, but it's how you use it that makes all the difference. Just imagine how less stressed you would feel and how much more effective and fulfilled you would be if you focused your energy on being as great as you can be! At the end of the day you can't control other peoples energy and how they choose to play their role, but you can control your space and your energy. So start tuning out the negativity and put all your focus on investing your energy in ways that make you phenomenal!

Think about how you can, right now, start living this principle out

UNCOMMON IMPACT QUOTE:

"WHEN YOU  
SPEND YOUR  
ENERGY THE  
RIGHT WAY, IT  
WILL EMPOWER  
YOU TO BE ONE  
OF THE BEST  
TEAMMATES  
YOUR  
ORGANIZATION  
HAS EVER SEEN!"

# UNCOMMON IMPACT

## ACCELERATING IN UNCOMMON ENERGY

### 4. LOVE GIVES YOU ENERGY THAT SEPARATES YOU FROM THE PACK

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

Love is a powerful thing. Love causes people to go beyond the norm in expressing how one cares for another. When you have love in your heart for teammates and for the people you are serving, it makes you feel alive in ways that are incredible. I believe when we embrace love, we naturally embrace excellence in our work and lives because we have the well being of others in mind.

Think about how you can, right now, start living this principle out

UNCOMMON IMPACT QUOTE:

"WHEN YOU DO  
WHAT YOU DO  
OUT OF LOVE  
TO HUMANITY,  
IT IGNITES  
ENERGY  
WITHIN YOU TO  
EMBRACE  
EXCELLENCE."

# UNCOMMON IMPACT

## ACCELERATING IN YOUR PERSONAL CONFIDENCE

### 1. FINDING & EMBRACING YOUR UNIQUENESS

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

We must always keep in mind that we are more than the desk we sit at, the computer we occupy, and the space we fill. When you walk into your place of occupation or learning, you are a unique and valuable piece to the puzzle. Only you can feel the room with the light you carry and bring dimensions to the table that no one else can. I challenge you to start really believing this and embracing it humbly and confidently.

Think about how you can, right now, start living this principle out

UNCOMMON IMPACT QUOTE:

"THERE IS A  
UNIQUENESS  
ABOUT WHAT  
YOU BRING TO  
THE TABLE.  
WHEN YOU  
EMBRACE IT, IT  
WILL INCREASE  
YOUR VALUE."

# UNCOMMON IMPACT

## ACCELERATING IN YOUR PERSONAL CONFIDENCE

### 2. BE DETERMINED TO BE A PROBLEM SOLVER, NOT JUST A PROBLEM TALKER

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

It's easy to be apart of the crowd that constantly complains and talks about the internal and external problems in a group, but I want to encourage you to put your energy on being a pioneer of solutions. Every organization and team needs some people who choose to say, "I'm going to put all my focus on being the best I can be and helping my team be the best they can be".

Think about how you can, right now, start living this principle out

UNCOMMON IMPACT QUOTE:

"WHEN YOU  
ALLOW  
NEGATIVITY TO  
CONSUME HOW  
YOU FACE  
PROBLEMS, IT  
ROBS YOU OF THE  
ENERGY YOU  
NEED TO BE  
GREAT"

# UNCOMMON IMPACT

## ACCELERATING IN YOUR PERSONAL CONFIDENCE

### 3. EMBRACE THE FACT THAT YOU CAN EXCEL IN YOUR ROLE

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

One of the worst things we can do as leaders, is second guess our ability to be great. **When you second guess yourself, it robs you of momentum that will empower you to perform well.** You have what it takes to lead, to create, to perform at a high level and be incredible! Everyday, tell yourself this and believe it!

Think about how you can, right now, start living this principle out

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UNCOMMON IMPACT QUOTE:

**"NEVER  
SECOND GUESS  
YOUR ABILITY  
TO BE  
ABSOLUTELY  
PHENOMENAL  
IN YOUR  
ROLE."**

# UNCOMMON IMPACT

## ACCELERATING IN YOUR PERSONAL CONFIDENCE

### 4. COMMUNICATE LIKE A CHAMPION

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

Communicating like a champion is about taking pride in being a great listener and then a great communicator. It's about being happy and secure in yourself, so that you don't feel the need to talk down to others or make others feel unimportant; When your secure in who you are, you can listen well, you can inspire with confidence and you can cast vision in a way that makes everyone feel valued. **You can communicate like a champion!**

Think about how you can, right now, start living this principle out

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UNCOMMON IMPACT QUOTE:

"GREAT  
COMMUNICATION IS  
A FRUIT OF BEING  
SECURE IN WHO  
YOU ARE AS A  
TEAMMATE & BEING  
INTENTIONAL WITH  
MAKING SURE  
OTHERS FEEL  
SECURE IN WHO  
THEY ARE AS YOUR  
TEAMMATE."

# UNCOMMON IMPACT

ACCELERATING IN THE LITTLE THINGS  
THAT TAKE YOU TO THE NEXT LEVEL

## 1. GOING THE EXTRA MILE

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

If you want to be great in whatever your role is and whatever your platform is, then make up in your mind, that you are going to be an extra mile person! **You don't have to be the most talented individual, the most smart, nor the most popular, you just need to be determined to live in the extra mile!** it's the extra mile that makes all the difference. its the little extra that makes an ordinary person, extraordinary.

Think about how you can, right now, start living this principle out

UNCOMMON IMPACT QUOTE:

**"EVERYONE CAN  
BE GREAT  
BECAUSE  
GREATNESS IS  
FOUND IN THE  
EXTRA-MILE &  
EVERYONE CAN  
CHOOSE TO GO  
THE EXTRA MILE."**

# UNCOMMON IMPACT

ACCELERATING IN THE LITTLE THINGS  
THAT TAKE YOU TO THE NEXT LEVEL

## 2. SUSTAINING A POSITIVE ATMOSPHERE

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

Sustaining a positive atmosphere is about taking control of your own personal space when it comes to your attitude, your energy, and what your doing to affect your mood. You don't have to allow other peoples negative energy, to determine your mood and how you feel. Do whatever you have to do (as long as its legal and healthy) to put yourself in a positive mood and to sustain a positive atmosphere, because it will help you see great results in your work and your leadership.

Think about how you can, right now, start living this principle out

UNCOMMON IMPACT QUOTE:

"YOUR PERSONAL  
ATMOSPHERE IS  
EVERYTHING. A  
NEGATIVE ONE  
CAN EMPOWER  
YOU TO  
STRUGGLE AND A  
POSITIVE ONE  
CAN EQUIP YOU  
TO EXCEL."

# UNCOMMON IMPACT

ACCELERATING IN THE LITTLE THINGS  
THAT TAKE YOU TO THE NEXT LEVEL

## 3. ENJOYING YOUR CRAFT

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

I know it can be overwhelming to have to perform and do well but there is a better way, a way that most of the great ones have used through out history. I am talking about getting lost in your craft and enjoying the moment to moment process of being great. **When you are constantly worrying about the end result, pressure filled goals and external achievements it can drain you of creative and developmental energy that will make you greater.** Most legends and great impact makers, are people who are constantly improving and winning because they are having fun doing something they are passionate about.

Think about how you can, right now, start living this principle out

UNCOMMON IMPACT QUOTE:

**"CRUSHING  
DEADLINES &  
PERFORMANCE  
GOALS IS A  
RESULT OF  
GETTING LOST  
IN ENJOYING  
YOUR CRAFT."**

# UNCOMMON IMPACT

ACCELERATING IN THE LITTLE THINGS  
THAT TAKE YOU TO THE NEXT LEVEL

## 4. CELEBRATING SMALL VICTORIES

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

When you make small great goals every week and you celebrate the accomplishment of those goals, you give yourself fuel to continue to be great for the journey ahead. While doing this, you will also find yourself achieving things you didn't even plan on achieving. This is because big victories and great achievements are a result of winning smaller battles that go unseen to the public. **If you can win the small battles in the trenches, you can score touchdowns and eventually championships!**

Think about how you can, right now, start living this principle out

UNCOMMON IMPACT QUOTE:

**"ACHIEVEMENT  
IS NOT A  
DESTINATION,  
IT'S A JOURNEY  
OF SMALL  
VICTORIES  
THAT FUEL AND  
LEAD TO GREAT  
GLORY"**

# UNCOMMON IMPACT

## ACCELERATING IN LEAVING A LEGACY

### 1. YOUR LEGACY STARTS FROM WITHIN

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

There is a unique legacy that you have to impart and leave behind, that no one else can leave but you. The powerful thing about this is, the world needs your legacy. We need what's in you. The leadership greatness that is in you, has the power to unlock someone else's legacy that is within them.

You start to leave your legacy by living everyday with purpose, knowing that your legacy is not even about you, but it's about others who will be touched by your seeds of love, commitment and leadership.

Think about how you can, right now, start living this principle out

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UNCOMMON IMPACT QUOTE:

**"YOUR LEGACY  
IS NOT AHEAD  
OF YOU, IT'S  
WITHIN YOU. IT  
UNFOLDS AS  
YOU LIVE  
EVERYDAY  
WITH  
PURPOSE."**

# UNCOMMON IMPACT

## ACCELERATING IN LEAVING A LEGACY

### 2. MAKING A UNIQUE PLAN FOR WAYS YOU CAN BE A HELPFUL LEADER

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

You don't have to have all the answers, nor be perfect, to be great in your personal leadership. It is the small helpful ways that are not required, nor expected that make the big difference in your legacy. People you work with and for, will remember the unconventional, creative and thoughtful things you do. Also not only will they remember, but they will be inspired and who knows, you may start a culture in your team of everyone being uncommonly helpful!

Think about how you can, right now, start living this principle out

UNCOMMON IMPACT QUOTE:

"IT'S THE  
LITTLE THINGS  
YOU DO FOR  
PEOPLE THAT  
MAKE THE  
GREATEST  
IMPACT AND  
THAT ARE  
REMEMBERED."

# UNCOMMON IMPACT

## ACCELERATING IN LEAVING A LEGACY

### 3. MAKING A UNIQUE PLAN FOR HOW YOU WANT TO BE REMEMBERED

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

A legacy is about being remembered for how well you treated and believed in people. It's about leaving a positive mark of inspiration and results in people's lives, that can't be erased. One of the ways to start really making an impact and creating a legacy is, being a person who genuinely cares and adds value to others. When you add value to people it empowers them to go to the next level, which in turn empowers you to do the same. Make a plan of how you want to be remembered.

Think about how you can, right now, start living this principle out

UNCOMMON IMPACT QUOTE:

"A LEGACY IS NOT ABOUT FAME AND ACCOLADES, IT'S ABOUT LEAVING THINGS BETTER WHEN YOU LEAVE, THEN THEY WERE WHEN YOU FIRST SHOWED UP."

# UNCOMMON IMPACT

## ACCELERATING IN LEAVING A LEGACY

### 4. SUSTAINING HEALTHY RELATIONSHIPS

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

At the end of the day, titles, programs, classes, and products don't matter if we are not investing in the people we work with and for. For this is what true leadership is all about; I truly believe it's not money that makes the world go around, its relationships. One thing I have learned, is when you invest in people, they will invest in you; When you fight for people, they will fight for you and when you champion people, they will champion you!

Think about how you can, right now, start living this principle out

UNCOMMON IMPACT QUOTE:

"ONE OF THE  
SECRETS OF  
HIGHLY  
EFFECTIVE  
PEOPLE, IS THEY  
GENUINELY  
ENRICH PEOPLES  
LIVES & HAVE  
REMARKABLE  
RELATIONSHIPS."

# UNCOMMON IMPACT

## ACCELERATING IN LEAVING A LEGACY

### 5. WHY NOT US, WHY NOT HERE, WHY NOT NOW

QUOTES AND THOUGHTS BY  
MATTHEW COLLINS

Through out history, miraculous things have happened by the most unexpected people in the most unexpected places. Through out history this has happened because a group of people, chose to dig in their heels and build right were there at. Why not us, why not here, why not now, will empower you and your teammates to defy the odds and not only defy the odds but change the odds! For never in history was it a requirement for a person to have a fortune or an empire to change the world, all that has ever been needed is for a person or a group of people to simply believe they could change the world.

Think about how you can, right now, start living this principle out

UNCOMMON IMPACT QUOTE:

**"THIS PRINCIPLE  
WAS MEANT FOR  
THE UNDERDOG,  
FOR THOSE  
PASSIONATE  
PEOPLE ON THE  
FRONT LINES,  
DARING &  
BELIEVING  
ANYTHING IS  
POSSIBLE."**

## ABOUT MATTHEW COLLINS

Matthew Collins is empowering a generation around the world to live life's of purpose, impact and leadership. He specializes in youth & young adult leadership development, ministry empowerment & equipping staffs, teams & orgs with personal leadership development. Through books, speaking engagements and various programs, his reformativ, innovative and empowering resources on leadership, societal transformation, faith and maximizing your potential have impacted lives all over the world.

Over the last 10 years, Matthew has empowered pastors, entrepreneurs, community centers, non profits, schools, sports teams and young people to tap into their potential & grow in their purpose. Matthew's voice has been broadcast on television and radio stations that span the globe. He has spoken and continues to speak in sports, church, youth and leadership arenas carrying a burden and passion to equip athletes, visionaries, entrepreneurs, educators, leaders, organizations, cities and a generation of young people to be all they were meant to be.

TO BOOK MATTHEW:

[www.matthewempowerment.net](http://www.matthewempowerment.net)

[matthewempowerment@gmail.com](mailto:matthewempowerment@gmail.com)