

## All about winning for author

By Bryan Unruh  
Carmel Business Leader

Jim Dittoe, a Carmel-based community coach, author and speaker, outlines the path that a community could take to be a winning community in his book *90 Days to a Winning Community: A Guide to Achieving your Community Vision*, published by AuthorHouse.

Dittoe has more than 30 years' experience in community and economic development. His work has helped build highways, airports and revitalized towns. He believes in one simple fact: everything is interrelated.

Dittoe got the idea for his book when he noticed all the information he had around him, literally. "I had all my handouts lying around me and noticed that I had enough for this book. Susan Young really helped focus my ideas. She was a huge help in the process of writing this book," Dittoe said.

In his book, Dittoe lays out his Nine Cs of Community Development: change, challenge, concern, commitment, concerns, community championship and celebration. He says the Nine Cs are not a linear progression. Once a community reaches the end, there is a good chance they will be starting at the beginning sooner or later.

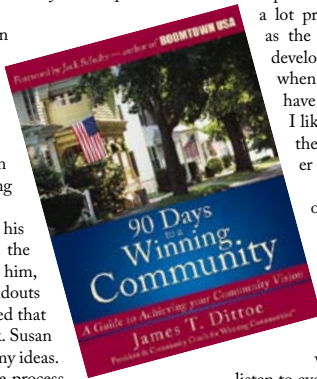
Dittoe is starting to see his ideas put into

action all over the country. "It's pretty odd. I was knocking on a lot of doors a couple months back and now I'm having mine knocked on a lot," he explained.

Community leaders from as far away as Oregon are reaching out to Dittoe for advice and to praise him on his book. He takes a lot of pride in knowing he helped as the catalyst to a community's development. "I feel a lot of pride when I see what communities have done. There's an old phrase I like to use, and that is, 'When the people are ready, the teacher appears,'" he noted.

According to Dittoe, a lot of the right moves are being made in Carmel: "Carmel has a wonderful sense of leadership. The council and mayor are all very strong with their leadership. It takes a lot of work, though; you have to listen to every point of view."

In his book, Dittoe tells the story of a man who sat in the front row of a meeting held in Fort Wayne with a sign on his head that read "No." In the development of a community, this kind of behavior could slow down a much-needed change. "You have to work with a lot of optimists," Dittoe said. *90 Days to a Winning Community: A Guide to Achieving your Community Vision* can be found on-line at [www.90daystoawinningcommunity.com](http://www.90daystoawinningcommunity.com).



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