

5 Questions to Ask Before Announcing a Change in Local Government



Build trust. Minimize backlash. Communicate with clarity.

Announcing a change—whether it’s a new policy, budget shift, department restructure, or public safety measure—can trigger scrutiny. Before you issue that press release or stand behind the podium, ask:

1. What’s the Real Reason for the Change—and Can We Explain It?

- What facts, data, or public input led to this decision?
- Can we clearly explain what’s changing—and why now?
- Are we prepared to frame the change in language that reflects community values and priorities?

☞ *If the public fills in the blanks, they often get it wrong. Be first, be clear, be honest.*

2. Who’s Impacted—Internally and Externally?

- Have we considered the impact on frontline staff, department heads, unions, and residents?
- What support do employees and the public need to adjust—training, FAQs, drop-in sessions?
- Are there vulnerable groups who need special attention or accommodations?

☞ *Local government changes don’t happen in a vacuum—community trust is built (or lost) in how change is handled.*

3. What Could Go Wrong?

- What are the political, operational, and reputational risks?
- Could this unintentionally reduce access, increase costs, or cause confusion?
- Have we modeled best-case and worst-case reactions—and planned how we’ll respond?

☞ *Even well-intended change can spark backlash. Anticipate the storm before it hits.*

4. How Will We Communicate the Change—and with Whom?

- Is our message tailored for both internal teams and the public?
- Are we speaking in plain language—no jargon, no spin?
- Do we have a two-way communication plan for questions, pushback, and media interest?

👉 *What you say is important. Who says it, how, and when matters just as much.*

5. Does the Change Reflect Our Mission and Long-Term Direction?

- Is this consistent with our city/county's goals, budget priorities, and community commitments?
- Are we solving a short-term problem or laying the groundwork for future success?
- How will we track impact—and report back?

👉 *Public trust grows when people see that short-term disruption serves a long-term purpose.*

Want to Strengthen How You Lead Through Change?

Our team at **Eremos Leadership** helps leaders build trust, navigate tension, and communicate clearly—especially when it matters most. We offer custom workshops on:

- Strategic Messaging and Change Management
- Managing Tough Conversations
- Crisis Communications
- Leading Through Resistance

👋 Let's talk about what your team needs.

✉ Email **connect@eremosworkshops.com**

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