

AGENDA

MASBO SOFT SKILLS



MASBO SOFT SKILLS



MONDAY 12.15.2025
09:00 AM - 04:00 PM

01 KNOW YOUR AUDIENCE

introductions and tech check. Stakeholder mapping, empathy interview prompts, and jargon inventory.

09:00 AM

02 PLAIN LANGUAGE & FRAMING

The 3-layer explanation (headline → key idea → detail), metaphors, and loss/gain framing.

10:10 AM

03 STORYTELLING WITH NUMBERS

From spreadsheet to story arc, "why it matters" statements, and visual do/don'ts.

11:15 AM

04 FACILITATION & Q&A UNDER PRESSURE

De-escalation scripts, time-boxing, and misinformation handling.

12:40 PM

05 VISUALS & MATERIALS PEOPLE ACTUALLY READ

5-slide deck template, one-page explainer template, and accessibility checklist.

01:35 PM

06 ROLE-PLAYS ON REAL SBO SCENARIOS

Bond levy info night, audit findings call, and consideration of building closure.

02:30 PM

07 WRAP-UP & ACTION PLANS

Personal commitments, resources, and post-survey.

03:25 PM

BREAKS TENTATIVELY SCHEDULED AT:

- **11:05 AM- TEN MINUTES**
- **12:10 PM- 30 MIN LUNCH**
- **2:20 PM- TEN MINUTES**

