



Parent Communication



DO

- Be honest with parents, especially if you don't have an answer
- Be empathetic and address their concerns respectfully
- Focus on their athlete's growth and improvement or potential for improvement
- Be proactive and address concerns or behavioral issues early
- Actively listen to parents and maintain two way communication
- Keep it simple and to the point



DON'T

- Promise something you have no control over
- Be dismissive of parent concerns
- Discuss other parents or athletes, even those involved in the situation
- Be afraid to ask an administrative staff member for help with a parent
- Wait to address concerns until you are enacting serious consequences
- Interrupt parents or ramble
- Provide excessive detail or overwhelm parents with information