

Hints and tips: improving parent communication



What it is and how it works

1. Start by Listening

- Listen first - without judgement or assumptions.
- Tune in to tone, body language, and what's not being said.
- Ask open questions to clarify:
"Can you tell me more?"
"I hear you say X - is that right?"

2. Communicate to Connect

- Step into their shoes: consider cultural background, parenting style, and aspirations.
- Adapt your approach: some people prefer quick headlines, others need context and details.
- Keep the child at the centre of every message and meeting.

Great communication builds trust, strengthens partnerships, and improves outcomes for every child.

3. Build Trust Consistently

- Be transparent, empathetic, authentic, and human - not just 'professional'.
- Show respect and appreciation for every parent voice.
- Do what you say you will - follow through and role model school values.

4. Learn and Improve

- Invite feedback regularly - from parents and colleagues.
- Act on it and close the loop: *"You said... we did..."*
- Keep developing your communication skills - it's a key part of your impact.

Everyday Wins	Avoid
Start with empathy	Making assumptions
Use plain English	Jargon-filled comms
Offer short summaries	Long unreadable emails
Invite dialogue	One-way "push" messages
Celebrate success	Focusing only on problems