



# Breaking the Third Wall: How Instructors Can Communicate with Parents to Build Trust and Retention

When instructors step beyond the mat and share a student's **progress, challenges, and wins**, trust grows and families feel connected.

In this session, you'll learn a **simple framework to break the third wall** and give instructors a clear system to communicate student progress and reinforce the value of training.

Better communication builds **trust, retention, and a stronger school culture.**

## Sarah Perkins

4th Dan Taekwondo Black Belt with 20+ years' experience, former Australian Team sparring competitor, and international gold medallist. Exercise Scientist and Dietitian, creating programs like Mini Dragons and Lil Dragons to build confidence, communication, and healthy habits in children. Passionate about making martial arts accessible, helping develop strong, confident individuals.

