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Aoife Lee

Speaker, Parenting Coach



Aoife Lee is a parenting expert, coach and founder of Parent Support. With over 12 years' experience in child and family services and as a mum of three, she delivers engaging talks and workshops that offer real-life solutions for parents.

Since 2013, she has supported organisations of all sizes to empower their employees through sessions on work-life balance, child development, screen time, anxiety and the teenage years.

Known for her warm, practical approach, Aoife helps working families feel reassured, supported and better equipped to navigate modern parenting.

Supporting Working Families - Finding the Balance

As families adjust to the flexibility of working from home and returning to the office, many continue to juggle work and home life.

- The importance of managing our expectations, adjusting mindsets, maintaining boundaries, and coping with feelings of guilt.
- How we can make our family's morning, evening, and bedtime routines that little bit easier for everyone.
- Top tips on how we can encourage the children to listen and follow positive directions.

Returning to Work after Maternity/Paternity or Adoptive Leave

Returning to work after having a baby can be a daunting time for many; it can be so helpful to have that extra reassurance.

- How we can prepare ourselves returning to work after maternity, paternity and adoptive leave.
- How we can manage those feelings of guilt and explore common scenarios that come up at home with our children during the working week.
- Top tips and reassurance that you're not on your own

Parenting for the New Parent

Becoming a new parent can be daunting, overwhelming & exciting all at the same time.

- How we can build relationships with our babies & toddlers.
- Understanding the developmental stages.
- Coping with separation.
- The importance of routine & encouraging good sleep habits.
- Positive parenting approaches in the early years.

Preparing to Toilet Train

During this interactive session, I share my practical approaches to potty training and how to overcome challenges that might arise.

- When to start to potty train
- How to know when a child is ready to be potty trained
- How to prepare your child to potty train
- Top Tips to maintain a positive potty training experience
- What setbacks to expect

Positive Parenting: Supporting Our Children's Emotions and Behaviours

As many families come up against the challenges of managing a work-life balance, when with their parents, children will often test those boundaries:

- Why our children push the boundaries.
- How to manage these behaviours as well as going through practical ways of taking the lead.
- Building relationships as well as being more assertive when dealing with a variety of behaviours and situations.

Screen Time, Smartphones & Social Media

Parents more than ever feel overwhelmed by the impact screens & social media have had on their children.

- The pros and cons of internet use.
- The effect social media has on our children's lives including Cyberbullying.
- Why having guidelines and boundaries on screen time using 'parental controls' on devices is so important.
- Empowering our children to take responsibility through positive communication.

Eating & Mealtimes - Encouraging healthy eating habits

It's reasonable to expect children to express likes and dislikes when it comes to what they eat. However poor eating habits can develop quite quickly without us even realising it.

- What to avoid & what to do if you have a fussy eater.
- Habits that affect your child's eating.
- Tips to encourage your child to eat.

Child Anxiety - Building Self-esteem & Confidence

Adults, children and young people feel worried and anxious at times about many things. Many of these worries are a normal part of growing up. But if your child's anxiety is starting to affect their day- to-day life and as a result it impacts their confidence and self-esteem, that's when as parents we want to support them as best we can.

- What is stress, anxiety & worry.
- What it feels like.
- How the parent can emotionally support their child young & old.
- How a child/young person practically help manage stress.
- Ways to build a child and young person's self-esteem and confidence.

Bullying - Supporting Our Children

Bullying can come in all forms, it can be physical, verbal, emotional and more now than ever many children and teens experience cyberbullying. It can be an extremely difficult and overwhelming time when we learn our child is being bullied or is the bully, our natural instinct is to protect. As parents, carers, teachers or children we all have a part to play in ensuring that those around us can live a life free from bullying.

- What is bullying?
- What are the signs?
- Supporting your child/teen through bullying

- What if your child is the bully?
- Cyberbullying & what to do?
- Helpful Resources

Supporting Our Children for the Return to School

There are many common challenges of starting and returning to primary school or secondary school, it takes a little time and readjusting of new routines for both the adults and children.

- Preparing our children young & old when starting primary or secondary school.
- Managing devices, new bedtime routines & other challenges.
- Understanding & supporting our children when feeling anxious.
- Top tips on how the adults can prepare and find the balance of managing work and family life.

Supporting Parents & Teenagers during the Exam Years

While parents are focusing on ways to support their children it is no doubt a widely anticipated time for all involved.

- Managing resistance to study.
- Encouraging positivity by tuning into your teenager.
- Tips for both parents and teenagers around study routines and being prepared for the exams on the day.

Building Positive Relationships with our Teenagers

It's a very natural process for our teenagers to move away from being so dependent on their parents to being more influenced by their peers.

- Understanding our teenager's behaviours.
- Practical ways of managing the challenging behaviours.
- The importance of positive communication and building relationships.