Concussion management protocols have been implemented all over the world in a wide arrange of sports to help protect athletes from the claimed short and long-term harms associated with concussion. Yet time and time again – most notably seen in televised professional sporting events – these protocols are not followed and concussed athletes are placed at risk due to the subpar care provided. It is ethically imperative that compliance to already-implemented concussion management protocols is improved. In this seminar, I will first describe concussive injury, the potential short and long-term harms of concussion, and standard concussion management. I will then go on to examine the variables that inhibit concussion management from being properly executed and further ethical implications (besides harm) regarding these attitudes and behaviours. Finally, I will propose ethical and legal frameworks that may help place the focus on caring for the athlete for the sake of the athlete, thereby improving compliance.