

Better Daily Routines for ADHD Kids: The Story of Brili

By Pierre Séguin

A few years ago, Toronto-based Pierre Séguin and his fiancée Stasha were struggling to understand where they had gone wrong. Why couldn't they get through a day without Pierre's six-year-old son Leo throwing a tantrum? Why did they keep getting pushed to the edge of their patience – and beyond? Why were they carrying with them all day the stress and guilt of a morning gone awry?

When Leo's school began phoning regularly to report yet another classroom incident, they sought professional help, talking to the family physician, psychiatrists, psychologists and social workers. In their dwindling spare time, they read every parenting book the experts recommended. Amidst all the consultations, assessments and studying, a theme emerged: children do better with structure and consistency. Leo eventually received an ADHD diagnosis, which further put things in perspective: he clearly needed support for his executive functioning.

The family began creating lists and visual schedules so Leo could see what had to happen during regular daily routines, like getting ready for school in the morning, or bedtimes. It helped everyone to know what had to happen and in what order. They also used a mechanical egg timer to help Leo understand the time he had available to do each task.

The Séguins saw a dramatic improvement when they were using these techniques - more peaceful mornings usually also meant a better school day and better bedtimes led to better sleep quality, cycling back into better mornings. But the family found the lists and timers awkward to implement consistently. Pierre, who had worked in software development for most of his career, and had done much work helping large corporations visualize complex projects, saw an opportunity to make consistent routines fun for kids and easy for parents.

In 2014, Pierre was restructured out of his job in the advertising industry and decided to pursue the idea full time. He joined forces with developer Kyle Li to create [Brili](#), a system that helps families succeed at their daily routines.

Brili launched its first version this past summer. The system guides parents through setting up daily routines for their child, even providing templates for mornings, afternoons and bedtimes. Routines

then come to life as a game on any connected device available to the child, including tablets, smartphones, computers and even a wearable smart watch.

Children see each activity in the routine presented one at a time to help focus on that one thing, while a countdown timer shows them how much time they have left for the activity. When time runs low, an audible prompt sounds to remind the child to stay on task. When the timer hits zero, a slightly more urgent alert is played. Kids can see each activity in context, so they know how many tasks they have left to do before it's time to leave for school, or lights-out time.

Kids earn time for a desired activity (like TV) by completing tasks faster than their parents estimated. The timers for activities automatically adjust based on available time, too; if a routine starts late, all tasks are proportionately shortened to make sure all gets done on time.

Token stars are accumulated for completing each activity, and these can be traded with parents for tangible rewards. Parents can keep tabs on their kids' progress from the app's Parent Mode, which shows them real-time progress for one or more children.

Brili is already assisting [families worldwide](#), whether they're dealing with ADHD, autism, other LDs or have average learning profiles. There are now even adults who are using it for their own routines. Pierre and Kyle continue to improve Brili to respond to customer feedback – they love to hear how it's helping.

Leo, now 11, is Brili's number one product tester, always first to try new features and forthcoming with many great ideas. And of course, he's *always* ready for school on time.