

## Alex Sheen

Founder of Because I Said I Would

We live in a society that often does not respect the importance of a promise. It is too easy to say "I'll get to it" or "tomorrow." In many ways we have become numb to disappointment and broken commitments. This expectation starts to fade into our character as individuals. Alex Sheen believes that every individual has the strength to become a person of their word. As the Founder of an international social movement, Alex shares his insights and action steps on how to become better at fulfilling commitments. He inspires others to become more accountable to their promises through compelling and real-life examples from the *because I said I would* movement. Alex convincingly illustrates how integrity and keeping your promises are forever interwoven. He discusses how holding ourselves and each other accountable truly changes humanity for the better.

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