

The title of our brand [new TED Talk](#) reflects a harsh reality: *"Why do people suck at keeping promises?"* In this new video, Alex Sheen, Founder of *because I said I would*, talks about why people break promises and what we all can do to get better.

Help the world get better at keeping promises by sharing this video link through social media: <https://www.youtube.com/watch?v=Iq5BcrBLzMI>.

See more promise stories at: <http://becauseisaidiwould.com>.