

Anne-Laure Le Cunff

Former Google Executive Turned Neuroscientist, Founder of Ness Labs

Tiny Experiments, Big Shifts: The Neuroscience of Small Steps Toward Sustainable Change

Taking a risk is always a daunting endeavor. In this engaging talk, Anne-Laure Le Cunff unpacks how embracing “tiny experiments” can lead to transformational personal and professional growth by making risk-taking feel safer, more feasible, and grounded in curiosity rather than fear. Drawing from her neuroscience research and entrepreneurial experience, she explores how low-risk, curiosity-driven actions reduce cognitive friction and unlock sustainable behavior change. With practical tools from her book *Tiny Experiments*, she guides audiences to reframe goal-setting as an adaptive, science-backed learning process. Attendees leave empowered to experiment mindfully, build resilience, and thrive in changing environments.