

**To:** j[jeevacation@gmail.com]  
**From:** "How To Academy" <[REDACTED]> on behalf of  
How To Academy <[REDACTED]>  
**Sent:** Thur 8/7/2014 2:07:46 PM  
**Subject:** Start a Business, Back to Work Coaching, Negotiate and for Students: Secure a Job.

Title: Start a Business, Back to Work Coaching, Negotiate and for Students: Secure a Job.

How to:

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What happens when your negotiation skills are really put to the test? You might negotiate on a daily basis, but can you deal with tough customers, and keep up with others who are looking to outmanoeuvre you? Are you certain that your solutions are the best they can be, or are there more creative win/win situations still to be unlocked?

How to: Advanced Negotiation is a direct and no-nonsense masterclass for those who want to negotiate smarter, harder and with greater dexterity. It assumes basic competence in the art of negotiation, and focuses on solving the tougher problems faced by negotiators using advanced techniques and exercises.

You'll learn how to deal with difficult negotiators and the classic negotiation gambits. You'll also develop a greater understanding of the psychological games that all humans play and how to use them for your own advantage. Using case studies and practical role-play, you'll learn to handle toxic situations and sweep aside negotiation deadlock....

**WORK - ADULTS**

10.09.2014

Evening Event, 6:30pm-7:45pm

**how to: Thrive in a World of Too Much: Mastering Busyness**

with Tony Crabbe

It is difficult to ask anyone 'How are you doing?' without hearing the word 'busy' at some point in the answer... We feel overwhelmed by busyness because of the demands on our time: but busy isn't just a fact of modern life, it's also a brand! Busyness isn't essential. Yes, there is a lot to do, but believing you're always busy because you have so much to do is both false and unhelpful. To thrive we have to respond differently to our world of too much, which starts with stopping managing our time and becoming less productive, deliberately.

[Read more and book.](#)

23.09.2014

Daytime Event, 10:00am-1:00pm

**how to: Back-to-work Coaching**

with Anna Percy-Davis

Have you taken a career-break in order to have children, or for other reasons? Are you ready to start work again, be it full-time, part-time, or running your own business? Do you need support building-up your confidence, deciding what you want to do, and taking the first step?

Anna Percy-Davis is on hand to help you work out what you want, and then put it into action. This morning workshop will be brimful of practical tips on networking, CV writing, interview techniques and getting the right work/life balance....

[Read more and book.](#)

23.09.2014

Evening Event, 6:45pm-8:30pm

**how to: Use LinkedIn**

with Rachel Spedding

If Facebook is for friends, and Twitter for followers,

what is LinkedIn meant for?

Revolutionising the way individuals can interact with prospective employers and their professional networks, there is little question that this site is fast emerging as the go-to platform for those looking to advance their careers.

But, complete with its own vocabulary of connections, networks and InMails, the LinkedIn lingo can sometimes obscure what is in fact an accessible and user-friendly system...

[Read more and book.](#)

26.09.2014

Daytime Event, 9:30am-5:30pm

**how to: Make the Perfect Presentation**

with Neil Chalmers

***It's not always what you say but more often how you say it...***

How often have you or a colleague you know well made a successful presentation one day and the next day made a complete mess of the same material? If your delivery of presentations however formal or informal is all too often variable, or even uniformly poor don't despair, help is at hand. A day spent with Neil learning how to get your message across effectively as well as stamping your personality on your presentations could dramatically improve your performance not just occasionally but every time.

[Read more and book.](#)

13.10.2014

Daytime Event, 9:30am-12:30pm

**how to: Start a Business (For Women only)**

with Anna Percy-Davis

Do you have an idea or a product you want to sell? Have you always dreamt of running your own business, being the master of your own destiny,

running an empire? Do you have a vision of being an entrepreneur ? Or is it just that you want to do something that is fun, quirky, different and interesting and that is all yours? If so (and you are female!) this workshop is for you!

This three hour workshop will help you to define your idea, product and unique selling point. From this you will create your mission statement and ...

[Read more and book.](#)

20.10.2014

Daytime Event, 9:30am-12:30pm

**how to: Radically Improve Every Working Day**  
with David Pearl

International expert on 'business as unusual' , David Pearl shows how to be more creative, more curious and more conscious at work. David sees possibilities everywhere including in the tedious bits. This is an intensive, practical session (limited places) for people who want to innovate, boost productivity, get themselves or their companies out of a rut and find magic even in the monotony.

David Pearl is a creative confidante to top CEOs, business- and self-development specialist, speaker, author and arts-in-business pioneer....

[Read more and book.](#)

24.10.2014, 25.10.2014

A One Day Workshop, 9:30am-5:30pm

**how to: Write Better Copy: a masterclass in writing effective email/direct mail, web copy, brochures, newsletters and press releases.**  
with Steve Harrison

How to make sure that what you have written gets seen, engaged with and acted upon.

A One Day Workshop available on either Friday or Saturday.

Steve Harrison was European Creative Director (OgilvyOne) and Global Creative Director (Wunderman) either side of starting his own agency, HTW. At HTW, he won more Cannes Lions in his discipline than any creative director in the world.

***Repeated due to popular demand.***

[Read more and book.](#)

04.11.2014

Evening Event, 6:30pm-7:45pm

**how to: Come Second**

with Richard Hytner

We invite you to spend an evening celebrating seconds-in-command with Richard Hytner, deputy Chairman of Saatchi and Saatchi. The Consiglieri, as we know from The Godfather, are the deputies, assistants, and counselors, the leaders behind the leaders, who support, inform and advise from behind the throne. It is their influence, authority and power that determines the fate of countries, companies and individual ventures all over the world.

For the modern-day Machiavelli, Macbeth, Darth Vader or Cardinal Richelieu, this is the second most important talk you will go to this year.

[Read more and book.](#)

## WORK - WORK EXPERIENCE, INTERNSHIPS AND JOBS

26.08.2014 - 29.08.2014

Daytime Event, 9:30am-5:30pm each day

**how to: Student Life Skills**

with: various speakers

Want to be a TV executive? Publisher? Film director? Entrepreneur? Worried about how to write a CV? Achieve the career of your dreams?

How to Academy's course in Life Skills and Careers will put you in a room with people who've excelled in

all these walks of life and more. Boost your confidence, get insider knowledge, find out what these jobs actually entail and what qualities they require.

Taking place in central London in August, this four day event (come to the whole thing or pick the day or days of your choice) will also give you an all-round survival guide to help...

***Repeated due to popular demand.***

[Read more and book.](#)

## INVESTMENT

04.09.2014

Evening Event, 6:30pm-8:15pm

**how to: Invest in Africa**

with Algy Cluff, Aita Ighodaro, Charles Robertson

Go East the pundits say when considering where to invest your money. And certainly don't contemplate investing in Africa. You only have to look at the turmoil in Nigeria and the instability of governments throughout the continent to appreciate the wisdom of that advice. But is it correct? Is Africa not the most exciting major new market that you should be looking at investing in? With a growth rate every bit as impressive as other developing nations isn't this the moment to invest? Or would you simply be following fashion and it's a market only for experienced investors?

[Read more and book.](#)

18.09.2014

Evening Event, 6:30pm-8:00pm

**how to: Build a Billion Dollar App**

with George Berkowski

More than 1 billion people use them every day. In four years, 500,000 have been downloaded over 35 billion times. Only twelve have cracked the code of

making it billion-dollar big. Apps are changing the way we communicate, shop, interact and travel. They dominate everything we do, and have become the means by which we manage our lives.

George Berkowski is one of the masterminds behind HAILO, the app which allows us to call taxis from our mobile phones. In this head-spinning event, George will draw on his experiences ...

[Read more and book.](#)

25.09.2014

Daytime Event, 9:30am-12:30pm

**how to: Invest Your Money (and minimize the risk of disaster)**

with Jonathan Davis

A breakfast-briefing, taught by one of our leading independent investment experts, on how to invest your money sensibly: what your options are and where the pitfalls lie.

Warren Buffett, the greatest investor of the modern age, used four words to describe the art of investing money: "simple, but not easy". Most people either don't know where to start, or start by asking the wrong questions. Delegate decisions or DIY? Funds or individual stocks? Taxable or tax-free? Growth or...

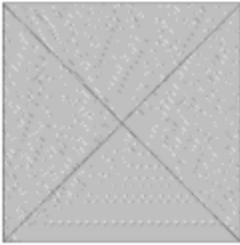
[Read more and book.](#)

If there's a course you'd like to take which isn't currently included in our programme, email us with the details of what you'd like us to organise and if there's sufficient demand, we will contact our extensive network of distinguished teachers, lecturers and writers to arrange a course tailored to your needs.

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