

From: How To Academy <[REDACTED]>

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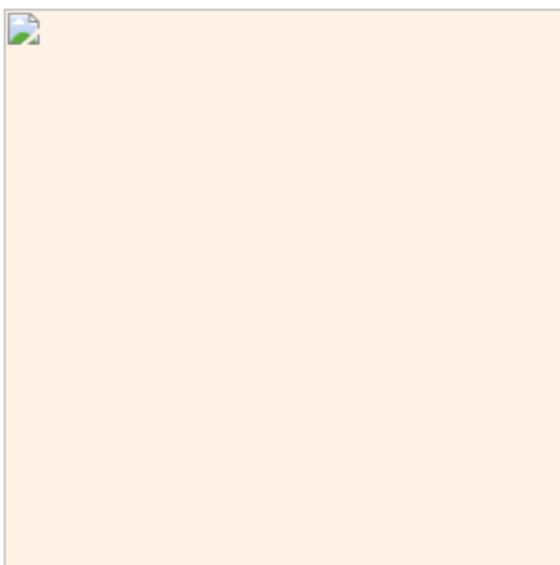
Subject: The Equation for Happiness from Google [x] Chief Business Officer | The Innovators Changing the World | Science of Seeing Differently with Beau Lotto.

Date: Tue, 07 Mar 2017 10:03:15 +0000

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Newsletter March 2017

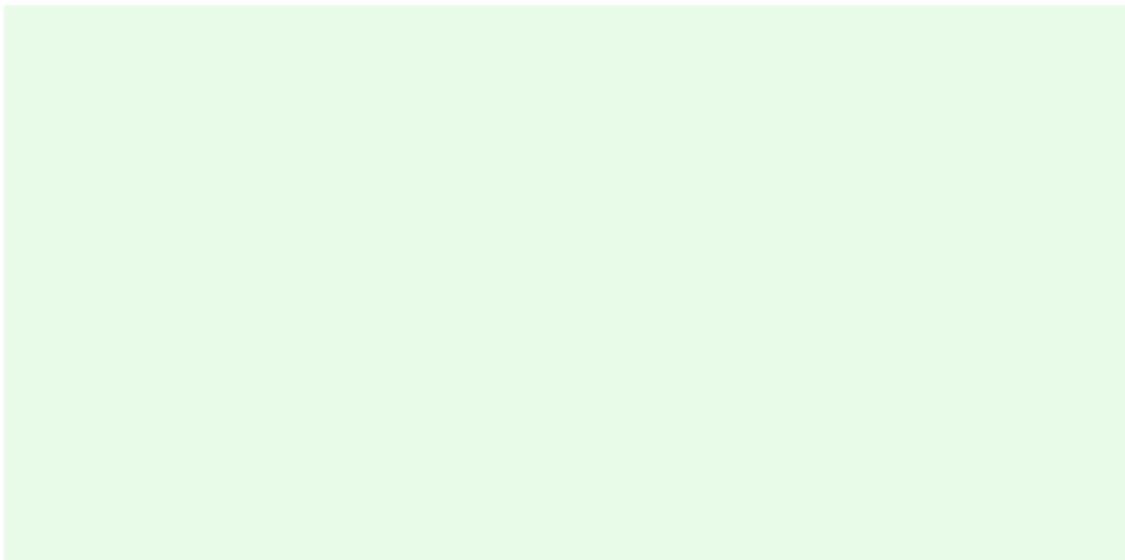


06.04.2017

Be Happy. The Algorithm for Enduring Happiness from the Chief Business Officer of Google [X]

Engineer your path to joy using **Mo Gawdat's equation for continuous happiness.**

We all agree that there is an art of happiness – for the favoured few. But is there a science of happiness, available to all?



03.05.2017

The Innovators Changing the World. A Roadmap to the Future.

Meet the remarkable innovators who are pioneering new ways to change the world and open a window on (and a roadmap to) a different and better future.

In this talk **Mark Stevenson** will highlight some of the innovations covered in his new book, *We do things differently*.





how to: MARCH TALKS



13.03.2017

Be a Fox: Machiavelli and Leadership
with Erica Benner

For Shakespeare he was 'the murderous Machiavel', and for Burke his anatomy of power was 'odious'. Machiavelli's treatise on the arts of the ruler, in an Italy of ambitious popes and warring city-states, shocked and fascinated Renaissance Europe. His theory of statecraft has been seen as undermining the moral basis of political life, but has Machiavelli's infamous claim that ends justify means been misunderstood? And is his Prince in fact a role model for leadership in dark times?



23.03.2017

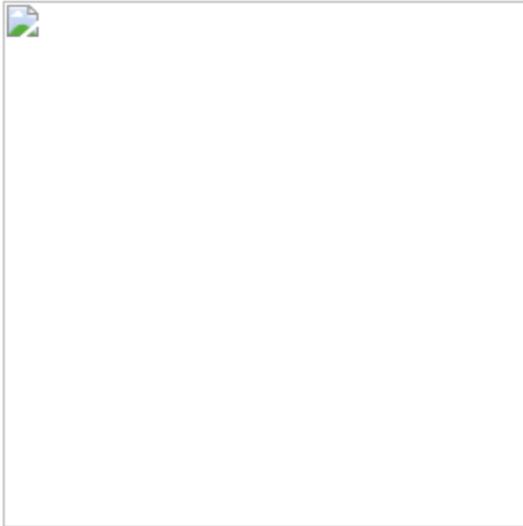
A Celebration of Dogs

with John Bradshaw, Helen Kirwan-Taylor, Meg Rosoff, Toby Rose and Peter Gorbng from Dogs for Good.

Dogs! Young ones, olds ones, scruffy ones, funny ones... on March 23rd, we'll be celebrating them all.

Join us and world's leading dog expert **John Bradshaw**, prize-winning author **Meg Rosoff**, artist and 'dog mother' **Helen Kirwan-Taylor**, creator of the Palm Dog Award **Toby Rose** and the inspiring **Peter Gorbng** from the charity Dogs for Good.





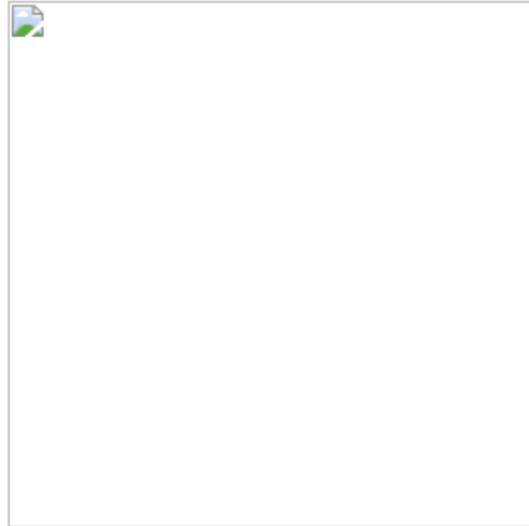
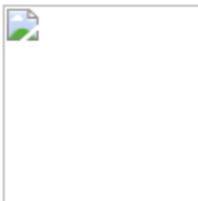
28.03.2017

How Emotions are Made: The Secret Life of the Brain

with Lisa Feldman Barrett

An unique opportunity to hear pioneering psychologist, **Professor Lisa Feldman Barrett** on '*How Your Emotions Are Made*', one of the most radical and groundbreaking science books to be published in a generation.

In this talk Professor Barrett will draw on the latest scientific evidence to reveal that our ideas about emotion are dramatically, even dangerously, out of date.

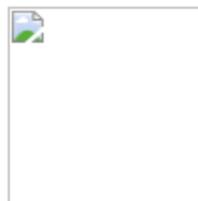


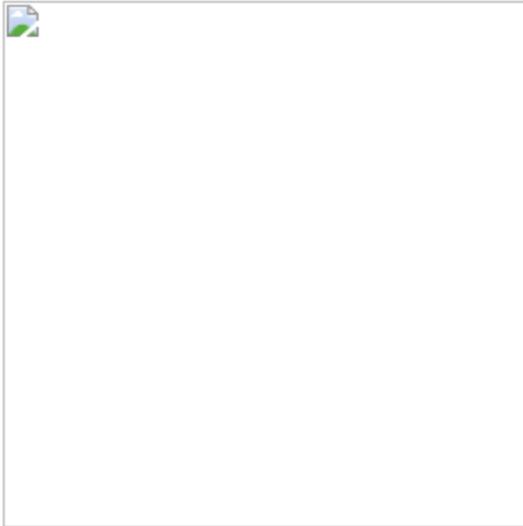
29.03.2017

Learning the Lessons of Social Media Stars to make your Ideas, Products & Services Successful. (A Masterclass in Celebrity Branding)

with Jeetendr Sehdev

How do social media stars generate such obsession – even more than the Hollywood A-list? And what can they teach us about making our own ideas, products and services break through? **The world's leading authority on celebrity branding, Jeetendr Sehdev**, tackles these questions head on..

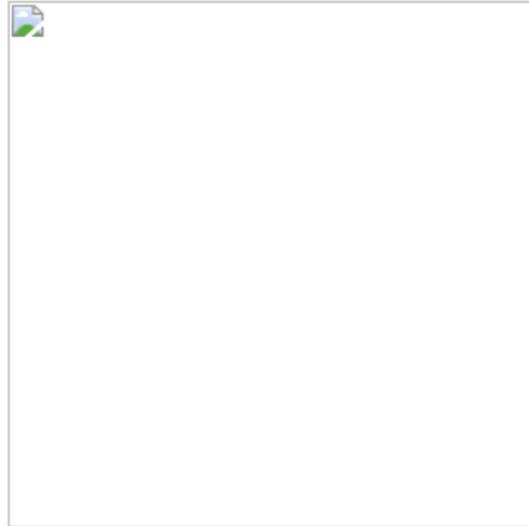
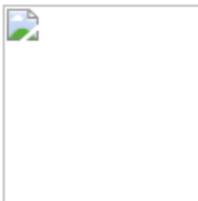




30.03.2017

Fix the Global Refugee Crisis
with Alexander Betts and Paul Collier

The world is facing its greatest refugee crisis since the Second World War and with the crisis deepening and a xenophobic backlash in Europe, it is time for a new vision. In this talk, **Professor Paul Collier**, bestselling author of *The Bottom Billion*, and **Professor Alexander Betts**, whose sensational **TED talk** on Refugees has received nearly **1m views**, will set out the practical solutions and policies to deal with the crisis and outline an major new alternative vision that can empower ...

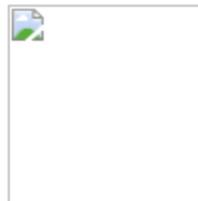


31.03.2017

Business Masterclass: Write Better Copy
with Steve Harrison

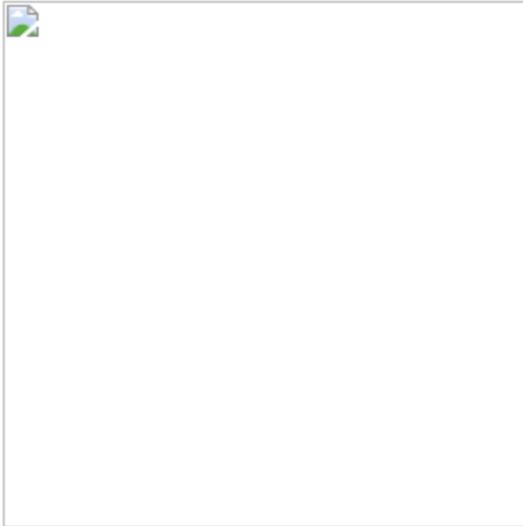
How to make sure that what you have written gets seen, engaged with and acted upon.

Whether you're a one (wo)man band drumming up work from your prospects, an established business trying to get more from that mysterious thing called "content", or you simply need to persuade your colleagues to adopt your point of view, the secret of writing effective copy ...





how to: APRIL TALKS

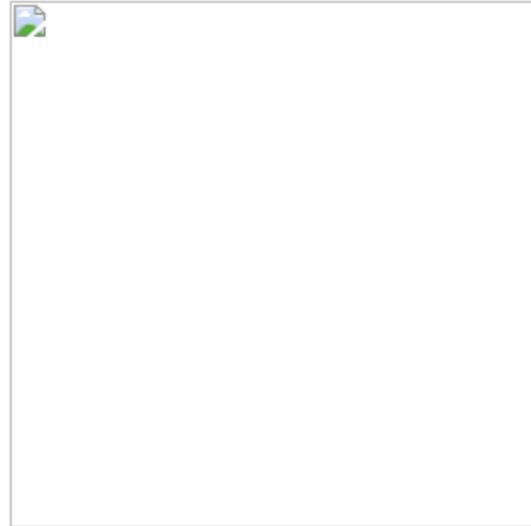
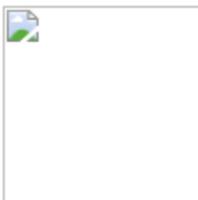


04.04.2017

New York and Oliver Sacks
with Bill Hayes

In 2009 the writer **Bill Hayes** moved to New York from California with a one-way ticket and uncertain future, and gradually came to know his new neighbour – the legendary neurologist and author of *Awakenings* **Oliver Sacks**.

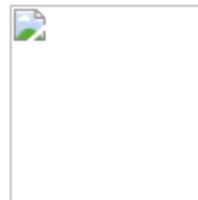
This talk based on Bill Hayes's memoir *Insomniac City: New York, Oliver and Me* will provide ...

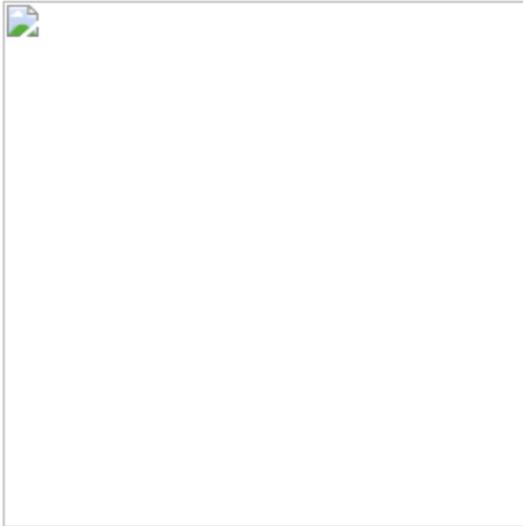


04.04.2017

How to Remember
with Daniel Kilov

Do you struggle to remember names or numbers? Would you like to improve your memorisation skills so you can master a new language or skill? In this talk Daniel Kilov will teach the techniques for remembering lists, names and faces, new vocabulary, numerical data and more. During the talk you will learn the famous Memory Palace technique and have the chance to put his tips to the test.



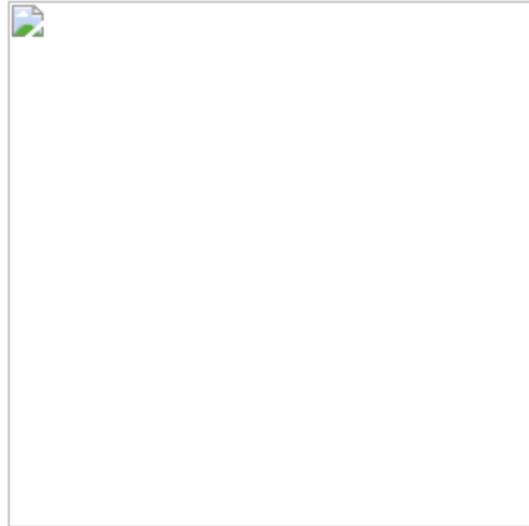
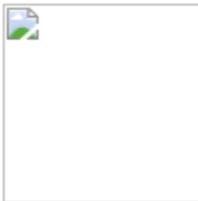


05.04.2017

Grow Vegetables, Fruit & Flowers: A guide for gardeners who can't garden yet.

with Hollie Newton

This talk is for people who want to learn how to grow things, but haven't got a clue where to start. From growing your first courgette to completely transforming a shady patio garden, self-taught gardener Hollie Newton will reveal some of the secrets she's discovered over the past few years as she's journeyed from gardening novice to vegetable-grower-extraordinaire – all from her pint-sized London garden.



20.04.2017 - 21.04.2017

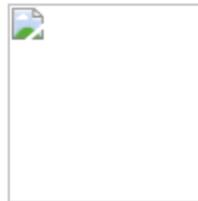
Recognise Birdsong at Knepp Castle, Sussex (Last 4 Yurts)

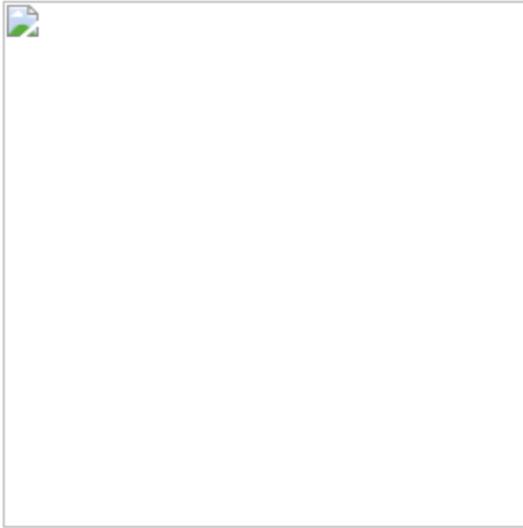
with Tim Dee

Dawn chorus in the spring is a magical experience and nowhere more so than at Knepp Castle.

We will leave on the afternoon of the 20th April from Victoria on the Gatwick Express then be driven to the Knepp Castle Estate.

The adventure will start with cocktails then Tim Dee giving an illustrated talk on listening to and recognising Birdsong.



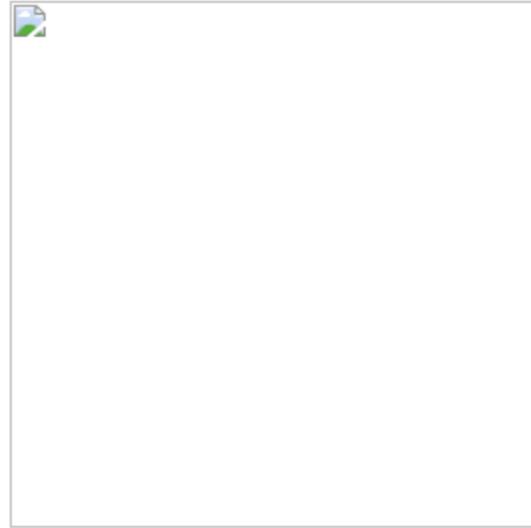
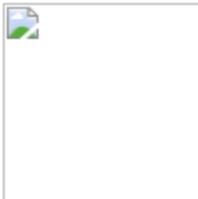


20.04.2017

**Rediscover your Inner Child to
Maximise Success in Work and Life**
with Paul Lindley

"Growing up is a trap, but it doesn't have to be."
— **Sir Richard Branson**

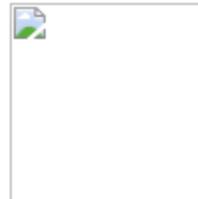
Join **Paul Lindley**, one of the UK's leading entrepreneurs and founder of bestselling baby food brand **Ella's Kitchen**, for this unmissable talk.



25.04.2017

**Raise our Children to be Resilient
(Personal Development for Parents)**
with Trevor Silvester

How to raise our children to be resilient in the face of life's many challenges is something every parent wants but as Harley Street Cognitive Hypnotherapist Trevor Silvester will discuss in this talk to achieve this we may need to change ourselves.





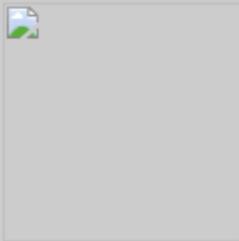
how to: MAJOR MAY EVENT



Join us on Tuesday, **30th May 2017** at 6:45pm
for the how to: **The Science of Seeing Differently**
with Beau Lotto

Renowned **neuroscientist Beau Lotto** whose **TED talk** has had **nearly 5m views** presents **a groundbreaking guide to understanding perception**, which will transform the way we see, and unlock our ability to create, innovate and effect change.

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