

**From:** How To Academy <[REDACTED]>

**To:** j <jeevacation@gmail.com>

**Subject:** Will Self on Kafka, How to Launch your Dream Business, TED sensation Susan Cain on Introverts, Ruby Wax and Matt Haig, & Azar Nafisi on Lolita.

**Date:** Tue, 24 May 2016 09:10:12 +0000

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Newsletter May 2016  
[REDACTED]



21.09.2016

### Read Kafka's The Metamorphosis

Join us for a Kafkaesque evening of mind-bending brilliance, as Will Self leads us down the corridors of this thrillingly dark novel.

Gregor Samsa, a traveling salesman, awoke one morning from uneasy dreams to find himself transformed into a gigantic insect....



13.09.2016

### Find a Money-Making Idea You Love and Launch It in 30 Days

This inspirational talk will show you how to make dreams of being your own boss a reality. You don't have to have a perfect business idea to start off with. The tools demonstrated in this talk based on John Williams's recent book will get you started with ANY idea, and you will learn how to...





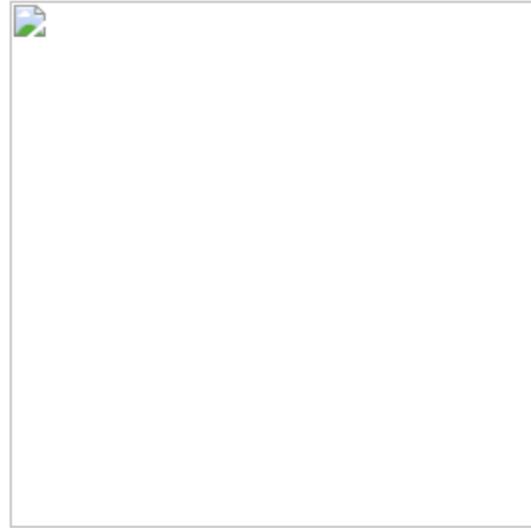
# how to: HIGHLIGHTS



07.07.2016

**Crisis! A New Theory of Crises,  
Personal, Political & Global**  
with Jared Diamond

Jared Diamond, Pulitzer Prize winning author of *Guns, Germs, and Steel*, joins the how to: Academy to present a new view of crises – personal, national, and global – and how they may be dealt with....

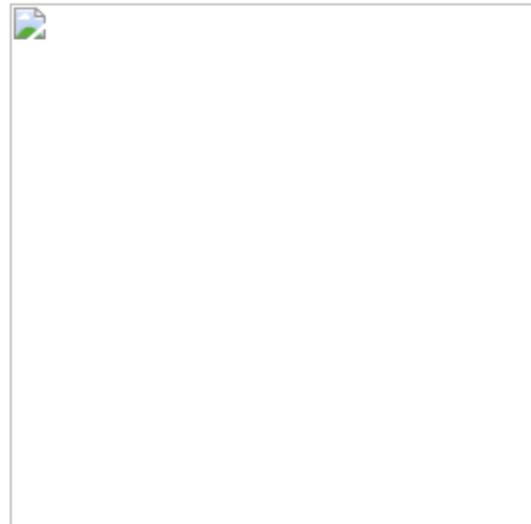
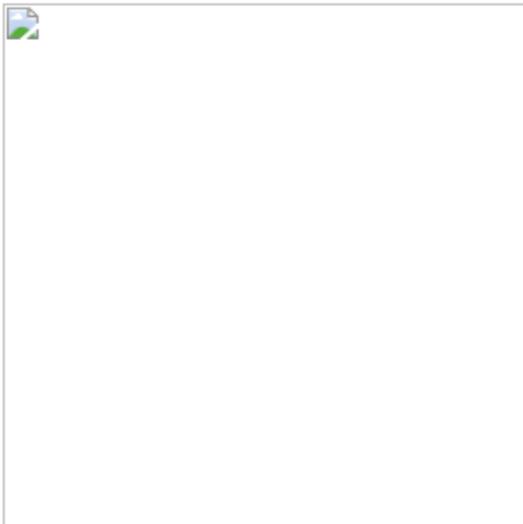
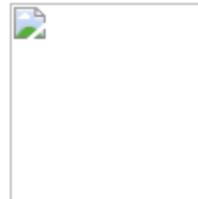
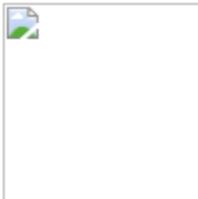


07.06.2016

**Humankind's Genetic Future**

Siddhartha Mukherjee in conversation with Mark Haddon.

Pulitzer Prize winner for *The Emperor of All Maladies*, cancer geneticist and stem-cell biologist Siddhartha Mukherjee is joined by author Mark Haddon (*The Curious Incident of the Dog in the Night-Time, A Spot of Bother, The Pier Falls*) for a special event to explore...

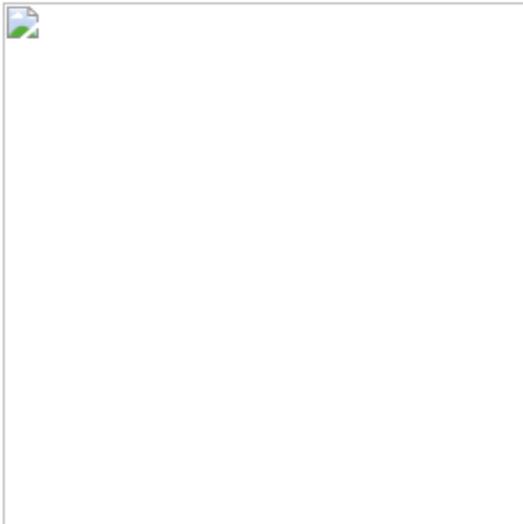
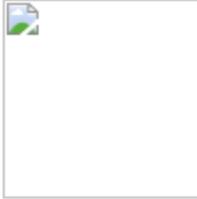


09.06.2016

**An Evening with Ruby Wax and Matt Haig**

Ruby Wax and Matt Haig in conversation with Tazeen Ahmad.

Ruby Wax and Matt Haig are two of the country's leading advocates of mental wellbeing. With their books *A Mindfulness Guide for the Frazzled* and *Reasons to Stay Alive*, they have provided inspiration and hope to millions of people...



15.06.2016

**The Art of the Confidence Trickster: a Masterclass in Psychology**

with Maria Konnikova

Would you know if you were being conned?

Join New York Times bestselling author Maria Konnikova as she explores and explains the psychological principles that make swindling us so easy. From suspicious-looking emails to seductively-structured investment...

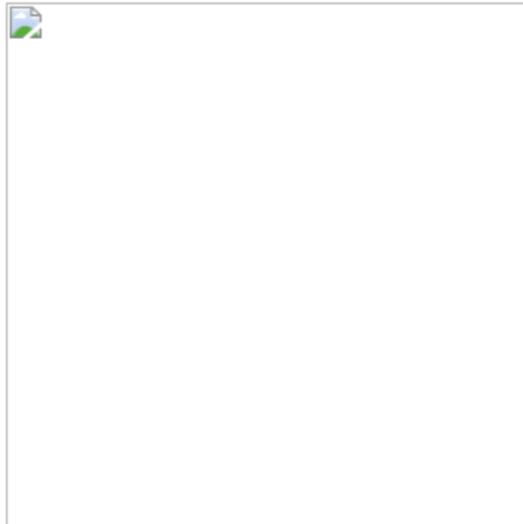
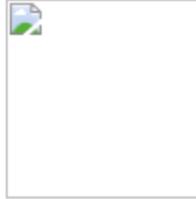
10.06.2016

**Peter Singer on how to: Act Morally in the 21st Century**

with Peter Singer

'The world's most influential philosopher' and one of the top 20 Global Thought Leaders, Peter Singer comes to the how to: Academy.

What action can you take to lead a moral life in a grossly unequal world? Few people are better placed to answer this question than...

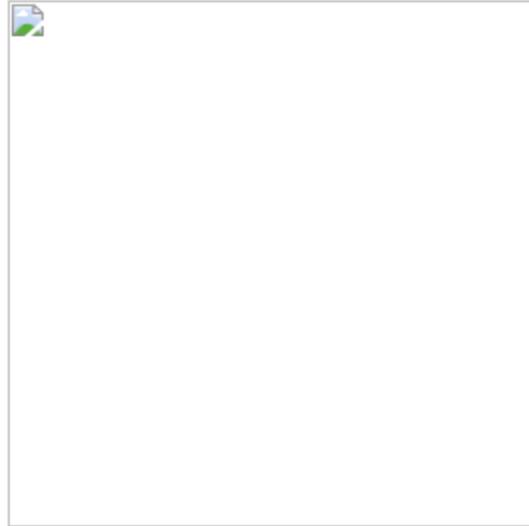
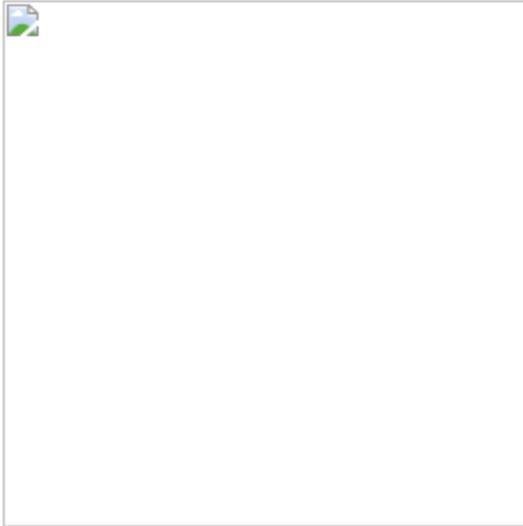
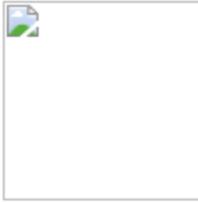


06.06.2016

**Achieve your Dreams through Training (Secrets from the New Science of Expertise)**

with Professor Anders Ericsson

The world's expert in expertise and the inspiration for Malcolm Gladwell's '10,000-hour rule', Professor Anders Ericsson joins the how to: Academy to present a masterclass in how to achieve your dreams through training – even if you doubt your own talents...



08.06.2016

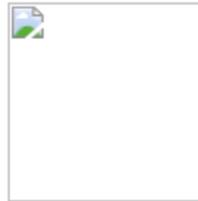
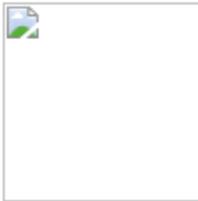
**Read Lolita (in Tehran and beyond)**  
with Azar Nafisi

A rare chance to read Lolita with Azar Nafisi, and relive the world of the secret reading group she created in Tehran while exploring the imagination of the greatest novelist of the twentieth century. A unique masterclass in how to read Vladimir Nabokov's *Lolita*...

08.06.2016

**Solve Cryptic Crosswords (a Summer Special)**  
with Mephisto (Tim Mooney)

For enthusiasts at all levels from beginners onwards, this evening event will provide the clues you need to cracking cryptic crosswords. Tim Mooney will explain the Ximenes rules and take you through the basics, after which...



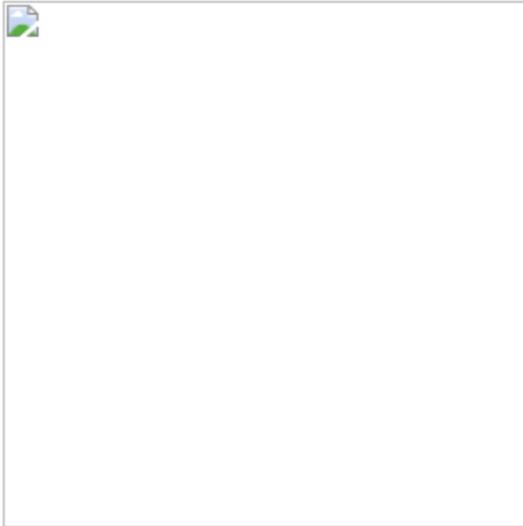


# how to: LIFESTYLE



For this life-changing talk, the eminent Stanford University Neurosurgeon, Professor James Doty will draw on his new book "*Into The Magic Shop*", already highly praised by His Holiness, the Dalai Lama, and Deepak Chopra...

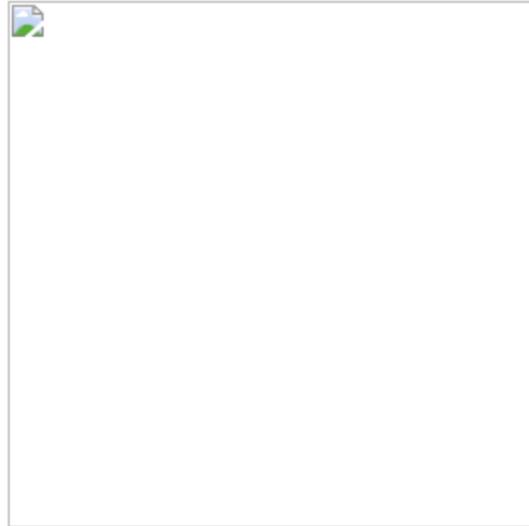
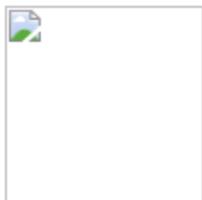
[READ MORE](#)



14.06.2016

**Use stress to make you stronger and smarter**  
with Ian Robertson

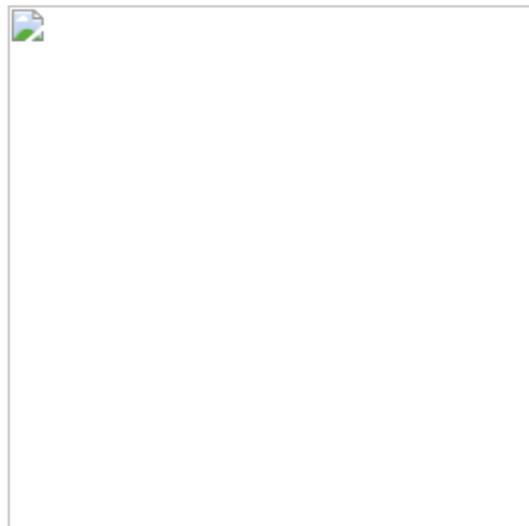
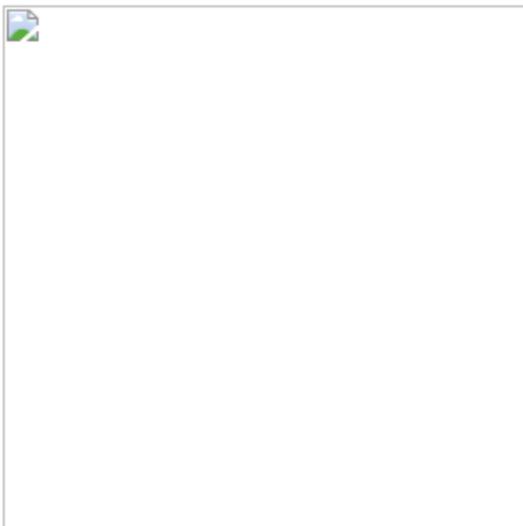
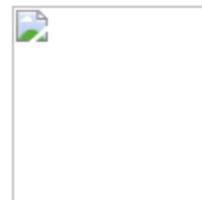
International expert on neuropsychology Ian Robertson joins the how to: Academy to explain how you can use pressure as a fuel for self-motivation, success and personal development. Drawing on insights from cognitive neuroscience, Robertson will help you to identify your 'sweet spot'...



13.06.2016

**Confidence, Communication and Careers (Women only)**  
with Anna Percy-Davis

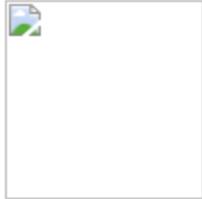
The How to Academy are delighted to be offering this new workshop exclusively to women. Covering confidence (how to act and behave in a confident, assertive fashion no matter what situation you find yourself), communication (how to be front-footed in a group meeting...



05.07.2016

**Enhance your Performance at Work  
with Mindfulness**  
with Rasmus Hougaard

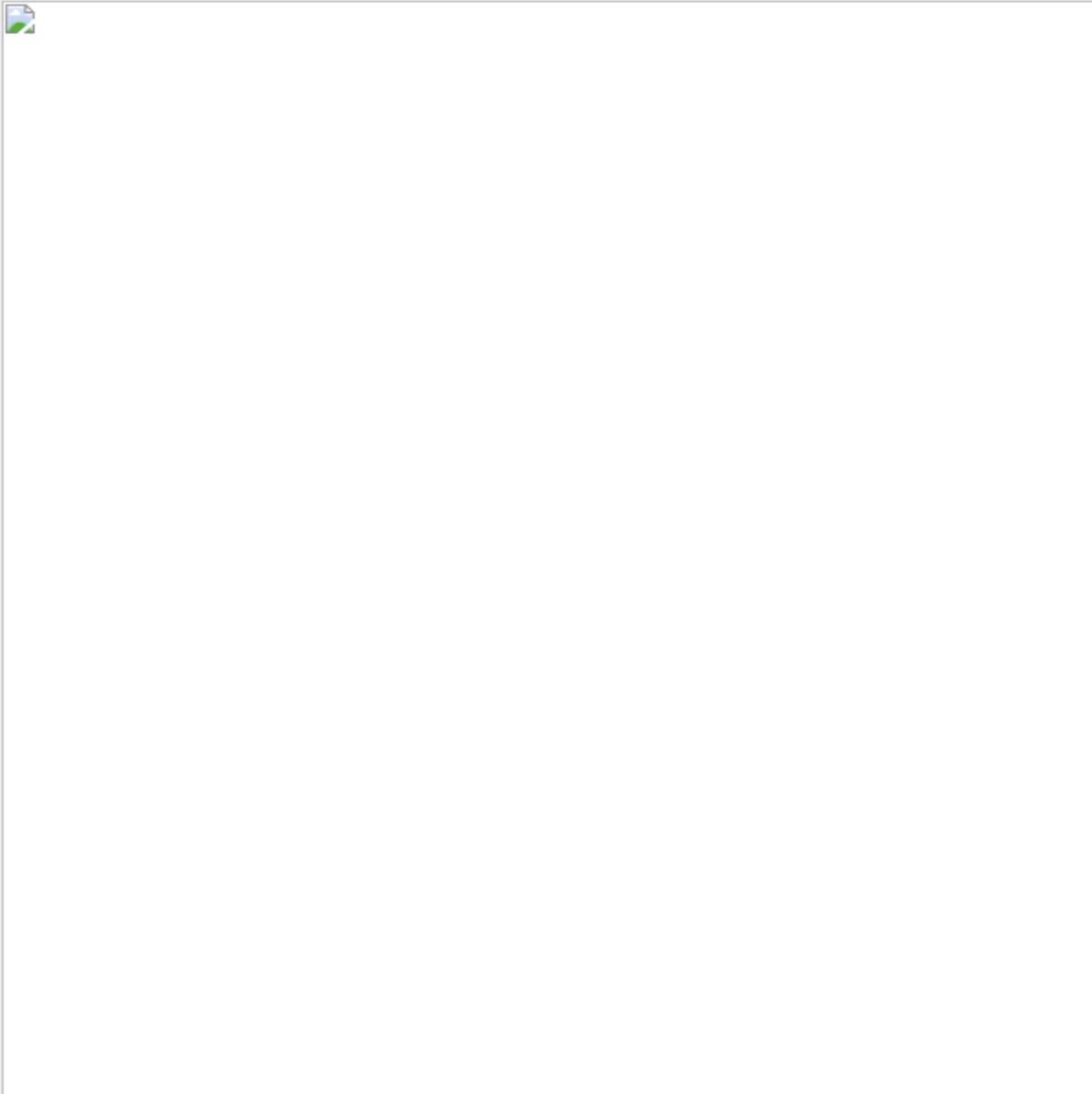
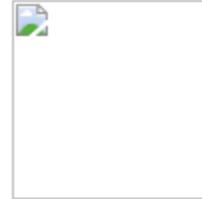
Consultant to Accenture, Nike, Microsoft and Sony, Rasmus Hougaard joins the how to: Academy to teach us how to maintain focus and enhance our performance through mindfulness....

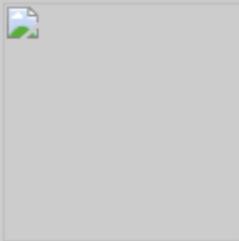


14.07.2016

**The Secret Strengths of Introverts**  
Susan Cain in conversation with Alice Sherwood.

Susan Cain, the author of the 2m+ copies sold *Quiet: The Power of Introverts in a World that Can't Stop Talking*, and TED sensation with over 12m views, has inspired millions of people, sparked a worldwide conversation and literally changed the world....





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