

From: How To Academy [REDACTED]

To: j <jeevacation@gmail.com>

Subject: New : Neuroscience of Decision-making plus Lawrence Krauss on Gravitational Waves, Adam Grant on how to Originate New Ideas, Sunil Khilnani on India

Date: Tue, 23 Feb 2016 09:55:26 +0000

How to: Spring Programme

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28.04.2016

Eveningtime Event, 6:45pm – 8:00pm

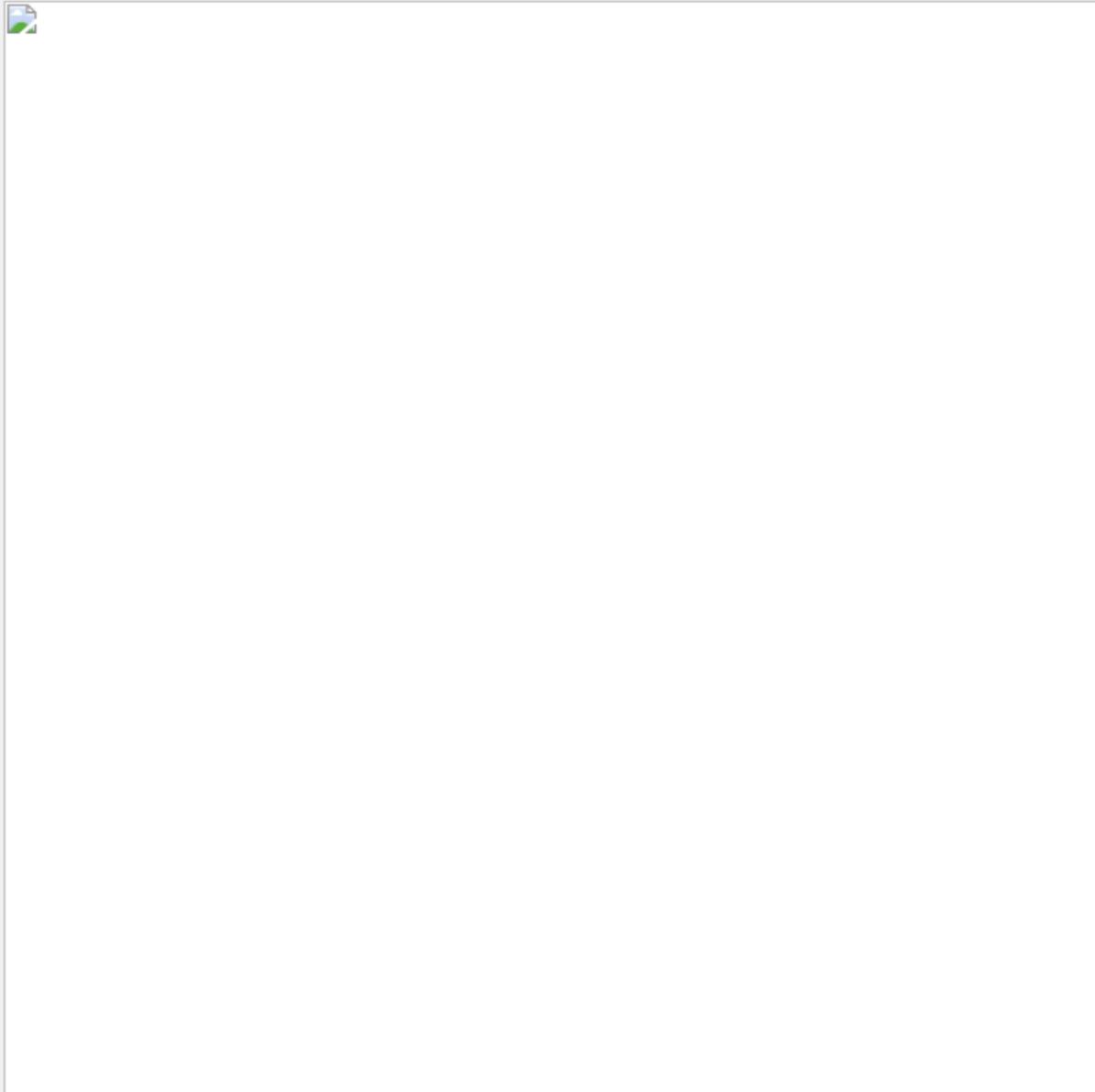
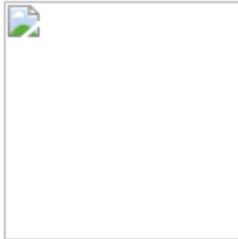
how to: Rewire Your Brain To Make Better Decisions

with Cristina Escallón

International consultant, guest lecturer at London Business School, Cristina Escallon joins the how to: Academy to provide an illuminating and entertaining interactive

masterclass in techniques that will help you to understand your brain, and train it to make better decisions.

Drawing from fascinating studies into neuroscience and developmental psychology, Escallon will touch on decision making, memory, emotions, happiness, stress, social acceptance, multitasking and more. She will demonstrate the tests and tools that enable us to identify our cognitive biases, and train our brains to make better, calmer and more successful decisions in business and personal life.





09.03.2016

how to: Understand India

with Sunil Khilnani

[Read more and book now](#)



02.03.2016

how to: Virginia Woolf, To The Lighthouse.

with Deborah Levy

[Read more and book now](#)



11.03.2016

how to: Understanding Your iPad & iPhone

with Brad Clark

[Read more and book now](#)



07.04.2016

how to: The Art of Reading Water. (For Flyfishers, Rowers, Sailors, Walkers &

02.03.2016 *Additional Tickets Available*
**how to: Space, Time, and Gravitational
Waves**
with Lawrence Krauss

Lovers of Puddles)
with Tristan Gooley
[Read more and book now](#)

[Read more and book now](#)



INNOVATION & CREATIVITY



08.03.2016

Additional Tickets Available

how to: Encourage Originality in your Organisation (Change in Your Life)

with Adam Grant

How can we originate new ideas? Adam Grant, the youngest Professor at The Wharton School, will show us how to improve the businesses we work for, our own lives and indeed change the world by championing novel ideas and values that go against the grain.

Using surprising studies and stories spanning business, politics, sports, and entertainment, he will show us how to recognise a good idea, speak up without getting silenced, build a coalition of allies, choose the right time to act, and manage fear and doubt. Parents will learn how to nurture originality in children, and leaders will discover how to fight groupthink to build cultures that welcome dissent as a key driver of progress.

Whether you have an original idea that you would like to develop, or wish to encourage a more creative and open atmosphere in your organisation, Adam Grant's masterclass will inspire you to recognise the benefits of original thinking, and understand how it can be achieved in all facets of your life....

[Read more and book now](#)





11.04.2016

how to: Spot The Next Huge Trend (through tiny clues in daily life)

with Martin Lindstrom

We all want to spot the next big trend in business – and launch, develop or invest in the next Uber, AirBnB or Facebook. Yet like all things, huge trends in business start out small. They begin with insightful observations about the daily lives of ordinary people.

New York Times bestselling author and branding expert Martin Lindstrom joins the how to: Academy to reveal how seemingly insignificant details of human behaviour can point you to the next big business trend.

Our desires manifest themselves in hundreds of ways each day, from the computer passwords we choose, to where we place refrigerator magnets, to the way in which we take selfies or use emojis. These 'small data' tell us what reams of big data can't: the truth about unmet human desires that could unlock the next breakthrough innovation....

[Read more and book now](#)



HISTORY



21.04.2016

how to: A History of England (In one hour)

with Simon Jenkins

Author of *A Short History of England*, Simon Jenkins joins the how to: Academy as the ideal guide through England's fascinating history. From mediaeval invaders to the creation of the welfare state, Simon Jenkins's lively narrative of English history takes in the battles, uprisings, rulers and significant events that have shaped England as we know it. This masterclass will reignite your interest in the country's past, and provide you with a rich understanding of England and its people.

For a more informed understanding of the politics, sensibilities and people of this extraordinary nation, you should not miss this chance to hear Simon Jenkins's *History of England in One Hour*.

[Read more and book now](#)



WORLD AFFAIRS



29.03.2016

how to: An Evening with Nobel Peace Prize Winner: Shirin Ebadi

Dr. Shirin Ebadi in conversation with Azadeh Moaveni

Nobel Peace Prize-winning human rights lawyer and activist Dr Shirin Ebadi joins the how to: Academy for a special event to tell of her fight for reform inside Iran and the devastating backlash she faced after winning the Nobel Peace Prize.

Having fought tirelessly for democracy, equality before the law and freedom of speech, Shirin Ebadi has become a global voice of inspiration. Yet inside her homeland, her own life was plagued with daily surveillance, relentless intimidation and unsparing violence.

This talk, as well as presenting the story of the author's personal struggle and determination to continue her life's work, will provide an illuminating account of life and politics in Iran today. For those interested in democracy, equality, and freedom of speech, the chance to hear Dr Shirin Ebadi first-hand is not one to be missed....

[Read more and book now](#)



SHAKESPEARE



06.04.2016

how to: Shylock is My Name: Howard Jacobson on The Merchant of Venice (Retold)

with Howard Jacobson

'The most troubling of Shakespeare's plays for anyone, but, for an English novelist who happens to be Jewish, also the most challenging' – Howard Jacobson

2016 is the the 400th year of Shakespeare's death. To commemorate the occasion, Howard Jacobson has reinterpreted *The Merchant of Venice* in a gripping tale of philanthropy, friendship, plastic surgery and a pound of flesh.... What does it mean in the modern world, asks Jacobson in *Shylock is My Name*, to be a father, a Jew, and a merciful human being?

Join us for an evening with the writer described by Daniel Hahn as '*a very literary man, a very funny, very literary man; more specifically ... a very funny, very literary, Northern Jewish man*'.

[Read more and book now](#)





22.04.2016

how to: Shakespeare 400 at the V&A: A One Day Festival.

with Alicia Stallings, Alice Oswald, Bridget Escolme, Harriet Walter, John Lanchester, John Pitcher

'O brave new world!' – The Tempest

Celebrate the 400th anniversary of Shakespeare's death with the stuff that dreams are made on. Hosted by the V&A and led by Shakespeare scholar John Pitcher (St John's College, Oxford), we invite you to a festival of art, poetry, music and on-stage discussions devoted to his final, and most magical play, The Tempest. It will be a day, in the words of Caliban, of 'sounds,' 'sweet airs' and 'a thousand twangling instruments', as represented in the V&A's collections.

Prospero's art – the imaginative world of wizards, spells and demigods banned by the Elizabethan church but alive in people's fears and fantasies – will be looked at alongside the physical realm of windmills, water power, and sailing ships. The poetry of the play, and the way it lives on stage and in film, will be discussed by poets Alice Oswald and Alicia Stallings, the novelist John Lanchester and the actress Harriet Walter. The many mental states The Tempest evokes and occupies – revery, stupor, frenzy, vengefulness, and wonder – will be explored and experienced by you, the participants.

[Read more and book now](#)



BUSINESS TALKS



22.03.2016

how to: An Evening Masterclass in Selling (48 tools to Success)

with Helen Kensett

Sales expert Helen Kensett joins the how to: Academy to teach you the secrets of the 'sales mind' – a practical and effective way of thinking for successful selling.

Using visual aids developed through years of experience, Kensett's hour-long masterclass in the 'sales mind' will provide you with adaptable, sustainable tools to make your pitches more compelling and more successful. From getting into the right frame of mind to practicalities such as writing a killer email subject line, Kensett will help you master the techniques that are critical to selling in the contemporary world – whether you are selling to consumers or businesses.

[Read more and book now](#)





13.04.2016

how to: Achieve Gender Equality in your Organisation. (A major new approach.)

with Iris Bohnet

Behavioural economist, at Harvard University, Iris Bohnet joins the how to: Academy to explain how you can achieve gender equality in your organisation.

Bohnet will explain the unconscious biases that hold back acceptance of gender equality, and demonstrate how it is easier, and cheaper, to enact small changes that de-bias the structure of your whole organisation rather than the individuals within it. Presenting research-based solutions, Professor Bohnet will hand us the tools we need to move the needle in classrooms and boardrooms, in hiring and promotion, benefiting businesses, governments, and the lives of millions.

A MUST for HR DEPARTMENTS, CEOs and EMPLOYEES, we highly recommend booking early to hear one of the world's thought-leaders in the achievement of gender equality in the workplace.

[Read more and book now](#)





14.03.2016

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 the values underlying it. And then begin to create a workable business plan to actually get you started and, if necessary, raise the capital required.

The workshop will be run by Anna Percy-Davis . Anna is an executive and career coach who works with entrepreneurs running both big Corporations and small one-person businesses. Her focus is to help individuals be both gutsy and resilient...

[Read more and book now](#)



NEW EVENTS: EARLYBIRD BOOKING



06.06.2016

how to: Be Exceptional

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.

From geniuses to sports stars, musical prodigies to chess masters, Ericsson's years of research have found that exceptional individuals are born with just one unique ability, shared by us all – the ability to develop our brains and bodies through our own efforts. Most athletes are not born with any physiological advantage, and Mozart wasn't born with perfect pitch – their talents were simply developed through training, and the right attitude....

[Read more and book now](#)





14.06.2016

how to: 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' of stress between the extremes of debilitating pressure and enduring demotivation. In an engaging and entertaining talk, he will teach you how to harness stress and use challenging situations to flourish and achieve more than you ever thought possible.

Join the how to: Academy for a fascinating explanation of our inner motivations, and learn how to motivate yourself in the face of both extreme boredom, and difficult challenges....

[Read more and book now](#)



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