

From: How To Academy <[REDACTED]>

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Subject: New talk on Productivity in life and business, live Video-feed tickets for Gloria Steinem & Emma Watson, Sunday morning expert briefing on China.

Date: Tue, 09 Feb 2016 10:05:01 +0000

How to: Spring Programme

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07.04.2016

Eveningtime Event, 6:45pm – 8:00pm

how to: Be Smarter & Faster. (A Masterclass in being more Productive in Life & Business)

with Charles Duhigg

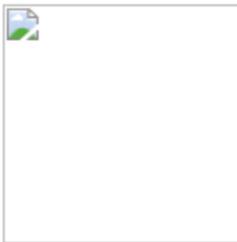
Bestselling author of *The Power of Habit*, Charles Duhigg joins the how to: Academy

to give a masterclass on the science of productivity – and the techniques that allow you to become Smarter, Faster and Better in life and work.

How have Google and Disney transformed the pace of innovation among their employees? How does the neurology of goal-setting explain why some people are 100 times more creative and productive than the person next to them? And how can you enhance your own productivity and achieve more every day?

In today's world, managing how you think – rather than what you think about – can transform not only your business, but also your life. In this special event, Duhigg will draw on his expert analysis of pioneering research and exclusive interviews with top scientists, cutting-edge psychologists and driven business minds in order to provide you with practical tips and techniques to shape the way you think, achieve more in your life and work.

Whether you want to increase your own productivity, or enhance the productivity of your organisation as a whole, join the how to: Academy for this unmissable masterclass.





HIGHLIGHTS & ADDITIONAL TICKETS



21.02.2016

how to: Understand what is happening in China. The Outlook for Investment, Politics and Economics

with Anatole Kaletsky, Dr Keyu Jin, Rana Mitter

Fresh from having presented at Davos, Rana Mitter and Keyu Jin join Anatole Kaletsky and the how to: Academy for a timely event to explain what's happening in business, economics and politics in China.

The slowest growth rate in 25 years, a stuttering stock market, and warnings from George Osborne and Mark Carney. What is happening in China? And should we be worried?

Join experts Rana Mitter, Professor of the History and Politics of Modern China at Oxford University, Dr Keyu Jin of the LSE, and economist Anatole Kaletsky for an exceptional insight into China today, and what recent shifts in its policies and economy mean for investments and investors in the present and near future.

[Read more and book now](#)





24.02.2016

Live Video Feed Tickets Released

how to: An Evening with Gloria Steinem and Emma Watson

with Gloria Steinem, Emma Watson

Due to the popularity of An Evening with Gloria Steinem and Emma Watson, a limited number of discounted tickets to the live video feed of the event in the Upper Hall of the Emmanuel Centre have now been released. Book now to secure your place on the night.

Gloria Steinem, fearless journalist, political activist, voice for women everywhere, is back on the road. At this special event, she will be interviewed by Emma Watson, Global Goodwill Ambassador for UN Women.

Gloria Steinem's new book – the first she has published in twenty years – is the story of her travels, from childhood trips in her father's trailer to the campaign trail of Hillary Clinton. It is in planes, trains and automobiles that Steinem has encountered what she calls 'the surrealism in everyday life', and on this one-stop tour you can hear the legendary speaker, who has taken to the podium on the most pressing issues of our time, reflect on her life-long journey....

[Read more and book now](#)





08.03.2016

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

with Adam Grant

Due to the huge interest in this talk we have switched the venue to Conway Hall. Additional tickets are now available.

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....

[Read more and book now](#)



HISTORY & WORLD AFFAIRS



18.02.2016

how to: History's People: Tyrants, Heroes, Rebels and Dreamers.

with Margaret MacMillan

Who were the great personalities who shaped history? And who were the most astute observers, glorious adventurers, and admirable risk-takers of the past? Who *really* deserves our recognition?

In this special event for the how to:Academy based on her new book *History's People* the internationally acclaimed historian Margaret MacMillan will present pen-portraits of the historical individuals who she believes deserve our recognition and understanding.

From leaders that have made huge and destructive mistakes, such as Hitler and Stalin, to the dreamers, explorers and adventurers who defied the constraints of their own societies, MacMillan will deftly unravel the hidden biographies of the people whose voices and actions stand out through the complexities of global history...

[Read more and book now](#)





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](#)





09.03.2016

how to: Understand India with Sunil Khilnani

with Sunil Khilnani

Emperors, philosophers, poets, Bollywood stars and corporate titans, the range of individuals who have shaped India is wide. Join us as highly respected author and commentator Sunil Khilnani (presenter of BBC Radio 4's *Incarnations: India in 50 Lives* series) brings to life the stories of Indian's history's pivotal personalities.

Expect to explore Bollywood studios, slum temples, ayurvedic call centres and California communes as this talk demonstrates the continued relevance of those who have made India with humour and intelligence.

For a deeper understanding of India's fascinating history, told through the lives of its most interesting figures, book now to join Sunil Khilnani at the how to: Academy....

[Read more and book now](#)





10.06.2016 *Lunchtime Event*

how to: 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 the philosopher Peter Singer, whose works on animal welfare and charitable giving have challenged moral assumptions, galvanised social movements and are practically required reading for ethical living. We are delighted to welcome Peter Singer to the how to: Academy for a live discussion of his hugely influential essay, "*Famine, Affluence and Morality*".

Singer argues that choosing not to send life saving money to starving people on the other side of the earth is the moral equivalent of neglecting to save a drowning child because we would prefer not to muddy our shoes. If we can help, we must – and any excuse is hypocrisy. To hear Singer's logic and thought processes first-hand, make sure that you book tickets to this special how to: Academy event....

[Read more and book now](#)



SHAKESPEARE



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



20.04.2016

how to: Dave Trott: A New Masterclass in Creativity

with Dave Trott

'Creativity,' Dave Trott told us in his previous talk for the how to: Academy, ***'is the last unfair advantage we have over the competition'***.

Returning for a new, extended masterclass which will provide fresh insights from his years of experience in the creative industries, we are delighted to welcome advertising legend Dave Trott back to the how to: Academy. Whether you missed out on tickets to his last sold-out lecture, attended, or have only just discovered Trott's creative genius, this masterclass will provide you with the inspiration you need for practical and effective creative thinking.

[Read more and book now](#)





19.02.2016 *Last Tickets*

how to: Negotiate

with Gavin Presman

Do you have to negotiate in your business, family or personal life? Do you sometimes wonder whether you are getting the best deal for your business, your family, or yourself?

How to: Negotiate will teach you the proven strategies and tactics that professionals use to get more from every deal. It will show you how applying the simple principles of win/win negotiation will leave you richer in every area of your life.

This powerful workshop will engage and inspire you to take a new look at how you negotiate in all areas of your life. Designed following fifteen years of research into the most effective negotiation practice, it will equip you to negotiate effectively in 2014 and beyond. Fundamental to the workshop will be the belief that most effective negotiators work collaboratively for long term mutual gain, so we won't be learning any short term gambits here, just effective and honest strategies that are proven to get results....

[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](#)



LITERATURE



17.02.2016

how to: Thomas Mann, *The Magic Mountain*

with Joanna Kavenna

'A man lives not only his personal life, as an individual, but also, consciously or unconsciously, the life of his epoch and his contemporaries...'

Set in a sanatorium high in the Swiss Alps, *The Magic Mountain* – described by Thomas Mann as 'a mixture of death and amusement'– remains one most influential, and elusive, works of German literature.

Begun in 1912 and not published until 1924, Thomas Mann explores the diseased world of pre-war Europe, reflecting, through his hero, Hans Castorp, on modernity and the Enlightenment, art, politics, frailty, nationalism, music, and the newly discovered Freudian unconscious.

[Read more and book now](#)





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](#)



LIFESTYLE



11.03.2016

how to: Understanding Your iPad & iPhone

with Brad Clark

You do everything together. You share your most private moments, your most immediate thoughts, you cannot bear to be apart. You tell him – or maybe her – everything, but is it a one-way relationship? How well do you actually understand your iPad & iPhone? Do you know how capable he is, how many skills he actually has, and what a wealth of resources he is harbouring? Do you know how much more he could give if you only made the commitment to explore him in depth?

Give your iPad & iPhone a treat on this bespoke course. But to ensure all your questions are answered, some of which may not be covered by the course outline below, feel free either to submit your own questions in advance by emailing [REDACTED] or ask them at the beginning of the workshop so that our coach for the morning, Brad Clark, can respond directly, personally, and face-to-face. Go on – make your Apple your best friend....

[Read more and book now](#)





04.03.2016

how to: Photoshop for the Absolute Beginner

with Brad Clark

Photoshop is a super powerful application that can make working with images a pleasure. To the newcomer, however, it can be somewhat overwhelming. This session is designed to get you using the basic tools of photoshop with confidence and allow you to progress on to learning the more advanced features when the need arises.

1. Understanding the layout of Photoshop
2. Layers
3. Blending Modes
4. Tools
5. Selecting with magic wand, quick selection tool etc.
6. Colour Adjustments
7. Cropping and transformations
8. Healing/Fixing images
9. Image Formats – when to use which format.
10. Saving for Web Use
11. Type Essentials – typing on a path/shape, warping type etc.

[Read more and book now](#)



NATURE



07.04.2016

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

with Tristan Gooley

How to spot dangerous water in the pitch black with the help of a clock face, find your way with puddles, and read the sea using ancient Viking methods. Expert in natural navigation Tristan Gooley joins the how to: Academy to present the ultimate guide to 'reading water'.

A must for walkers, sailors, flyfishers and everyone interested in the natural world, Tristan's lecture will explain how to read the signs that are present in any body of water, from a glass on a table to the oceans that span the earth. From wild swimming in Sussex to canoeing in Borneo, Tristan will draw on his own adventurous experience to reveal the secrets of ponds, streams, lakes, rivers and seas. Whether you want to catch something to eat, sail across the globe, or simply paddle in the sea, reading water will help you to better understand the relationship between water, the earth, the sky and living creatures. ...

[Read more and book now](#)





21.03.2016

how to: The Art of Woodcraft

with Robert Penn

We are delighted to welcome Rob Penn, author, television presenter and raconteur, for a special how to: Academy event that follows the journey of one tree and the work of the craftsmen who turned it into over 100 useful objects.

In 2012, Penn felled a great ash from a Welsh forest. Travelling with this magnificent tree across Britain, Europe and the USA, he visited a generation of craftspeople committed to creating beautiful objects from wood. From wheelwrights and arrowsmiths, toboggan-makers and hurley stick carvers, Penn observed and documented the traditional and modern techniques that can turn this renewable resource into gorgeous, useful and natural objects....

[Read more and book now](#)



RETREAT



19.05.2016 - 22.05.2016

Only Two Rooms Available

Long Weekend Thursday to Sunday (3 Nights)

how to: Weekend retreat in Spain, near Seville

with Jonathan Keates, Frances Wilson, John Lanchester, Miranda Carter, Thomas Fink

Join us for The how to: Academy's end of May weekend retreat in Andalucia, the birthplace of Velasquez and Picasso, of Segovia – the father of modern classical guitar – and of the poet Lorca.

We will be staying at the astoundingly beautiful Trasierra – ‘the hotel for people who don't like hotels’ – a country retreat in the hills an hour north of Seville, a hidden estate with views across to the Mediterranean and Morocco. Set in ten acres of sculpted gardens, surrounded by orange groves, and nestling within several thousand acres of cork and olive trees, Trasierra is a world within a world.

The pattern of the days is as loosely organised as is necessary to soak up the genius of the place:

Arrive on Thursday for cocktails and then supper. Friday and Saturday everyone is free during the morning and afternoon to swim, read, venture into the landscape, paint, do yoga and so on....

[Read more and book now](#)





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