

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

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

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Behavioural Economics.

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## How to: Spring Programme and Highlights

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02.06.2015

Evening Event, 6.30pm-8.00pm

**how to: How Not to Be Wrong: The Hidden Maths of Everyday Life**

with Jordan Ellenberg

In this talk by the New York Times bestselling author Jordan Ellenberg, we will hear how a little mathematics goes a long way in helping us not to be wrong. Instead of an

abstract set of rules learnt at school, we will see how maths touches on everything we do, and how a little mathematical knowledge reveals the hidden structures that lie beneath the world's messy and chaotic surface.

Amongst the many topics covered in the book some of which will feature in the talk, Jordan explains calculus in a single page, shows us what maths can teach us about the existence of God, what Facebook knows about us, and how a group of MIT undergrads won millions of dollars by understanding how the Massachusetts state lottery worked.



*"Funny, charming, gloriously readable... if only they taught maths like this at school"* Sunday Times

*"A delight, full of simple yet deep insights"* Alex Bellos, Guardian





## FEATURED EVENT



18.05.2015

Evening Event, 6.45pm-8pm

**how to: Attract the Most Talented People to your Business (and make your Workplace the best in the world.)**

with Laszlo Bock, Head of People Operations at Google, and Matthew Taylor, Chief Executive of the RSA.

Google receives more than two million unique job applications a year. Now, Laszlo Bock, the innovative head of their People Operations has written the ultimate guide to attracting the most talented to your business and how to ensure that the best and brightest succeed.

WORK RULES! is a blueprint of how Google went from a small search engine to a global company of over 50,000 employees without losing its culture and core values. Laszlo Bock's visionary methods have transformed....

[Read more and book.](#)



## APRIL HIGHLIGHTS



23.04.2015

Evening Event, 6:45pm-8:00pm

**how to: Use Twitter (As a powerful business tool to grow your customer base.)**

with Chloe Markowicz

Twitter has become an essential marketing tool, but what should businesses actually tweet about? How can they use the platform to actively engage their audiences and what pitfalls do they need to avoid? This seminar will cover best practice examples of the most creative uses of twitter and explore what so many brands are doing wrong....

[Read more and book.](#)



27.04.2015

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

**how to: Transform your Work Life (A Masterclass in workplace creativity and mindfulness)**

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 – creative confidante to top CEOs, business- and self-development specialist, speaker, author and arts-in-business pioneer....

[Read more and book.](#)



28.04.2015

Evening Event, 6.30pm-8.30pm

**how to: Invest like Warren Buffett**  
with Jonathan Davis

Warren Buffett, often dubbed The Sage of Omaha, is widely recognised as the most brilliant investor of the modern era. A single \$10,000 investment in his original investment partnership would today, if reinvested in his investment company Berkshire Hathaway, be worth more than \$500m. Its shares have risen 10x in value over the last 20 years alone. Buffett himself remains in the top five of the annual Forbes Rich List, despite pledging to give away more than \$30 billion of his fortune to charity in the last five years.

His reputation as an investment genius is richly deserved, as a number of independent empirical studies have confirmed....

[Read more and book.](#)



SCIENCE



20.05.2015

Lunchtime Event, 1pm - 2pm

**how to: Clone a Mammoth. (The science of bringing extinct species back to life.)**

with Beth Shapiro, one of the leading ancient DNA specialists in the world.

Could extinct species, like mammoths and passenger pigeons, be brought back to life? The science says yes. In this talk based on her new book 'How to Clone a Mammoth', Beth Shapiro, evolutionary biologist and pioneer in "ancient DNA" research, will explain the astonishing and controversial process of de-extinction. From deciding which species should be restored, to sequencing their genomes, to anticipating how revived populations might be overseen in the wild, Shapiro will discuss the extraordinary cutting-edge science that is being used...

[Read more and book.](#)



12.05.2015

Lunchtime Event, 1pm - 2pm

**how to: Inspiration. Moments of Insight that Shape Our World.**

with William B. Irvine

Insights sometimes hit us like a bolt from the blue. For Archimedes, clarity struck while he was taking a bath. For Gustav Mahler, it came as the blades of his oars touched the water. And for Albert Einstein, it emerged while he was talking to a friend. Why do these moments of insight strike so suddenly? Why do they so often come to us when we are focused on something completely unrelated? And when great ideas “come to” us, where do they come from?

Drawing on his latest book – *Aha! The Moments of Insight that Shape Our World*, philosopher...

[Read more and book.](#)



## HISTORY POLITICS



21.05.2015

Evening Event, 6:45pm-8:00pm

**how to: Ardennes 1944. Hitler's Last Gamble**  
with Antony Beevor

The Western Counterpart to *Stalingrad*

This major talk by Antony Beevor, the bestselling author of *Stalingrad*, *Berlin*, *D-Day* and *The Second World War*, timed to coincide with the launch of his new book *Ardennes 1944*, focuses on Hitler's ill-fated final stand when on 16th December 1944, Hitler launched his 'last gamble' in the snow-covered forests and gorges of the Ardennes on the Belgium/German border.

Although Hitler's generals were doubtful of success, younger officers and NCOs were desperate to believe that their homes and families could be...

[Read more and book.](#)



23.06.2015

Evening Event: 6.30 - 8pm

**how to: Great Powers: Are they things of the past?**  
with Graham Hutchings, Anand Menon, Desmond King

In this introductory evening to a 4-part Global Summit, How To Academy and Oxford Analytica will be focusing on the future of the Great Powers.

Using the innovative and inspiring format of Oxford Analytica's flagship Autumn Conference, the expert speakers will explore if Global power, whether defined in economic, political, military, ideological or other terms, is slipping away from the countries, sources of ideas and institutions where it has been located for the past few decades.

Is it congregating around different countries, nodes, organisations and frameworks, some of ...

[Read more and book.](#)



**BUSINESS & WORK**



11.05.2015

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 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....

[Read more and book.](#)



02.06.2015

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

**how to: Innovations in Leadership: A Masterclass**  
with Scott Morrison

There aren't enough leaders out there any more – we have too many managers – people running systems, managing processes and generally following the status quo. The business systems that managed businesses pre-recession are no longer valid as we move into this challenging post-recession age.

Now is the time create Accelerated Leaders – those that can be the innovators of cultural, commercial and creative standard bearing; starting with yourself and then creating more around you so that you and your organisation can accelerate the performance of ...

[Read more and book.](#)



12.06.2015

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

**how to: Write Better Copy: a Masterclass in writing effective press ads, email/direct mail, web copy, brochures and newsletters.**

with Steve Harrison

***Repeated due to popular demand***

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

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.....

[Read more and book.](#)



15.06.2015

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

**how to: Get Your Website Noticed (A Masterclass in driving traffic to your website through SEO, Paid, PR, Social & Direct channels)**

with Filip Matous

There's no escaping it. If you want to scale your business you need to increase attention from the right markets. Quality attention requires your time, your money or both.

Attention online = traffic. But what traffic do you need? And how much of it?

Join Filip Matous in a packed 3-hour course that will leave you with a sound understanding of the main traffic channels that exist and how to get the right kinds....

[Read more and book.](#)



## MATHS & ECONOMICS



04.06.2015

Evening Event, 6.45pm-8pm

**how to: Inequality: What Can Be Done? (A response to Thomas Piketty's Capital)**

with Professor Anthony B. Atkinson - "The Godfather of Inequality Economics"

Inequality is one of our most urgent social problems. Talk of the 99% and the 1% is entrenched in public debate – but there has been little discussion of what can be done.

In *Inequality: What Can Be Done*, written in response to Thomas Piketty's *Capital*, Tony Atkinson sets out to do two things that book didn't: one, to show that inequality isn't growing simply because the rich are getting richer; more people are moving into poverty and this is the more terrifying aspect...

[Read more and book.](#)



11.06.2015

Lunchtime Event, 12:45pm-13:45pm

**how to: Misbehaving- The Making of Behavioural Economics**

with Richard H. Thaler

This talk for the How To Academy coincides with the publication of Richard Thaler's new book on behavioural economics.

Richard Thaler has spent his career studying the radical notion that the central agents in the economy are humans—predictable, error-prone individuals. Traditional economics assumes rational actors. Early in his research, Thaler realized these Spock-like automatons were nothing like real people. Whether buying an alarm clock, selling football tickets, or applying for a mortgage, we all succumb to biases and make...

[Read more and book.](#)



## PARTNER EVENTS



28th April 2015  
Evening Event, 7pm

**The Tabernacle**  
with the Wellcome Book Prize

Join **5x15** for an evening celebrating the Wellcome Book Prize. It's one year since *Do No Harm* hit the bookshelves and now neurosurgeon Henry Marsh is shortlisted for the Prize. Join us as he and fellow shortlisted authors - Sarah Moss and Miriam Toews - speak of the works that might win them £30,000.

[Tickets available here.](#)



19 May 2015

Evening Event, 6.30pm

**Defeating cancer: reasons to be hopeful**  
**A panel discussion**

with Will Self, Professor Paul Workman, Professors  
Johann de Bono and Karol Sikora

You will hear from an array of internationally-renowned and inspirational speakers who will reflect upon the latest in cancer research and treatment and discuss why this should give us cause for hope.

In the prestigious surroundings of the Royal Society, acclaimed writer Will Self will make the opening speech to guests, setting the scene and the challenge for our experts. These will include world-leading scientist...

[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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