

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

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

**Subject:** Future of Russia & China. Ways to combat Inequality. Body language. Nudge. Bear Grylls. Leadership. Copywriting.

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## How to: Spring Programme and Highlights

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23.06.2015

Evening Event, 6.30pm-8.00pm

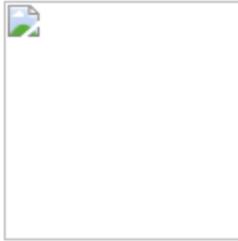
**how to: Global Politics. The Future of the U.S, China, Russia and India.**

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 them unfamiliar to us in the West? Do we now have few 'Great' powers and several 'big' ones, complicating the diplomatic landscape at a time of major global challenges?





NEXT WEEK



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 The business systems that managed businesses pre-recession are no longer valid as we move into this challenging post-recession age.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.](#)



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...

***Last tickets remaining***

***Read more and book.***



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.](#)



05.06.2015

Lunchtime Event, 12:30pm-13:45pm

**how to: Adventure with Bear Grylls: Live from the Royal Institution.**  
with Bear Grylls

Join Bear Grylls for his only London talk as he launches his first novel, Ghost Flight. Expect action, adventure and extreme survival and a veritable storming of the bestseller charts.

Bear Grylls' prime-time adventure TV series' are some of the most watched shows on the planet, reaching an estimated 1.2 billion viewers in over 200 countries.

His 16 books include the number one bestseller Mud Sweat & Tears, which was also voted the most influential book in China in 2012.

[Read more and book.](#)



**BUSINESS**



12.06.2015

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

**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....

[Read more and book.](#)



12.06.2015

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

**how to: Write Better Copy: a full day masterclass in writing persuasive headlines, email/direct mail, brochures, strategy papers, internal documents, newsletters, press ads and press releases.**  
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 lies in the work you do before you confront the blank screen.

Yet most writers rarely have a clear idea of what they want to say or what ...

[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.](#)



16.06.2015

Evening Event, 6.30pm-8pm

**how to: Interpret Body Language (Taught by deaf trainers)**

with Skyway Academy

Imagine that everyone you've ever spoke to heard the opposite message you tried to communicate. It is possible that this has actually happened with some of the people you've spoke to today. What exactly is your body telling people? What exactly is their body telling you?

With body language comprising up to 90% of our overall communication, this workshop taught by deaf trainers, who necessarily have been analysing body language since birth, will help you become more conscious of the signals you send and better at interpreting the signals sent by others.

[Read more and book.](#)



## ECONOMICS



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...

***Last tickets remaining***

***Read more and book.***



**STUDENTS**



29.06.2015 - 30.06.2015

Daytime Event, 9:30am-17:30pm each day with lunch break from 1-2pm

**how to: Get a Great Job. A two day intensive Workshop.**

with Anastasia Baker, Frances Wilson, Edie Lush, Jasmine Birtles, Judith Perle, Rachel Spedding, Tanya De Grunwald

How do I write a stunning application letter? How can I make my CV stand out? How do I secure an internship? How can I shine in an interview?

**Don't despair: The How To Academy has the know-how**

Building on the success of our Student Life-Skills jamborees, we have programmed a nuts-and-bolts, back-to- basics two-day boot camp to meet the needs of students about to graduate and University graduates starting out on the job market....

[Read more and book.](#)



HISTORY



10.06.2015

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

**how to: Understand the Major Role of Singapore in World War 2.**

with Dr Peter Caddick-Adams, Jeya Ayadurai

Singapore was the major British military base in South East Asia: the Gibraltar of the East and as such thought to be impregnable. And yet between the 8-15 February 1942, it fell to the Japanese with 85,000 Allied troops surrendering.

In this How To Academy evening in association with the Singapore Tourism Board, two eminent military historians will explain the critical role of Singapore, recreate what happened in the Battle of Singapore, described by Winston Churchill as the 'worst disaster' in British military history and discuss the outcome....

*This event is sold out, if you would like to put your name on a **waiting list** please contact [REDACTED]*

[Read more and book.](#)



If there's a course ■■■■■ like to take which isn't currently included in our programme, email us with the details of what ■■■■■ 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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