

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

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

**Subject:** Booking open for Autumn Programme plus new events. Scientific Expedition to the Atacama Desert, Designing your Life, & How to be an Animal.

**Date:** Thu, 14 Jul 2016 09:09:30 +0000

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Newsletter July 2016  
[www.howtoacademy.com](http://www.howtoacademy.com)



12.09.2016

### **Design Your Life**

The most popular Stanford University course, Designing Your Life, which has changed so many people's lives, is coming to the how to: Academy.

This will be the first time ever that Silicon Valley design innovators Bill Burnett and Dave Evans have introduced their course...



11.11.2016 - 13.11.2016

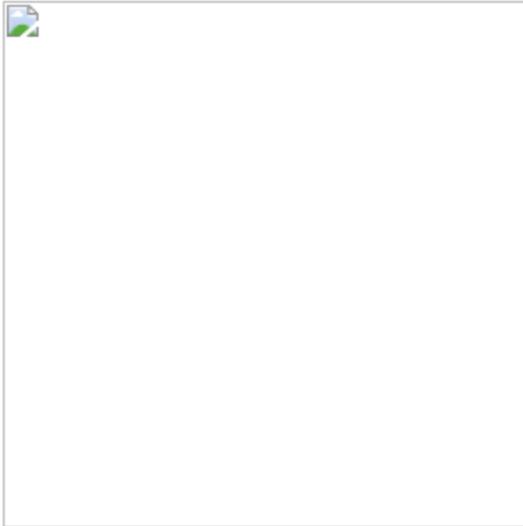
### **Weekend Expedition to the Atacama Desert, Chile**

Join the how to: Academy and the RAD Foundation on a once in a lifetime weekend expedition to one of the most beautiful places on Earth the Atacama Desert and the rare opportunity to visit Alma, the world's largest radio observatory which at 5000 metres above sea level is a place...





# how to: HIGHLIGHTS



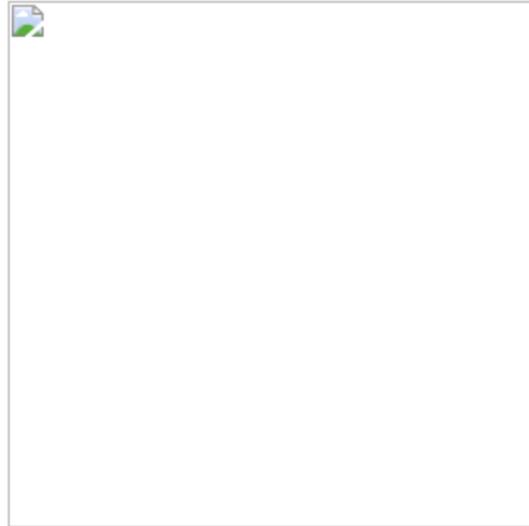
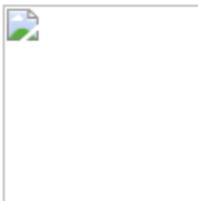
31.08.2016

**Nobel Laureate Joseph Stiglitz: Can Europe Be Saved?**

with Joseph Stiglitz

Nobel Prize-winning economist and bestselling author Joseph Stiglitz joins the how to: Academy to examine the current crisis in the European Union – and explain why its survival may mean scrapping the euro.

Designed to bring Europe closer together, the euro has actually done the opposite: after nearly a decade without growth, unity has been replaced with dissent, Euroscepticism is on ...



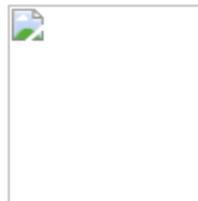
06.09.2016

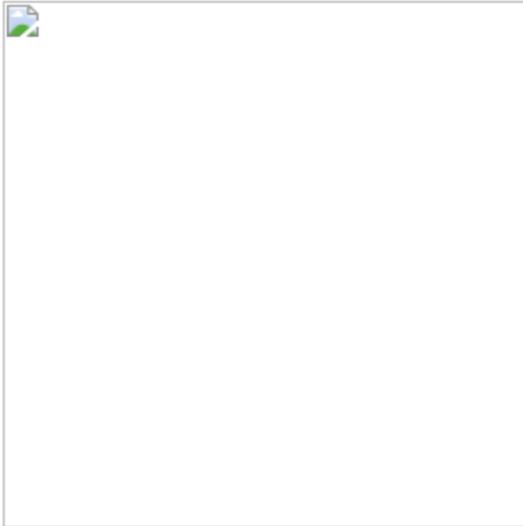
**How David Bowie Changed The World: A Special Event**

with Paul Morley and Deborah Levy

Paul Morley, co-curator of the V&A exhibition David Bowie Is ... and author of the first definitive biography of Bowie since his death, is joined by acclaimed writer Deborah Levy to present a unique event that will celebrate and examine the life, work and influence of David Bowie.

Illuminating some of the greatest moments of Bowie's career...



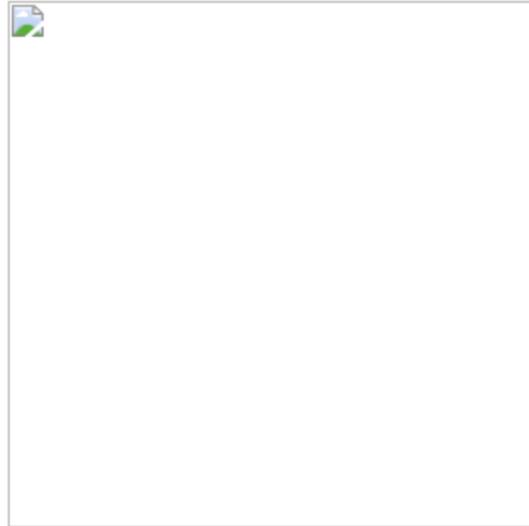
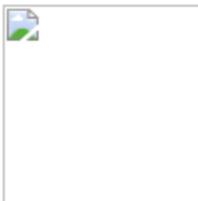


07.09.2016

**Understand Animal Intelligence. (A groundbreaking new study)**  
with Frans de Waal

World-renowned biologist and primatologist Frans de Waal joins the how to: Academy to discuss his groundbreaking new work, which challenges everything we think we know about animal intelligence.

What separates your mind from an animal's? Maybe you think it's your ability to design tools, your sense of self, or your grasp of past and...

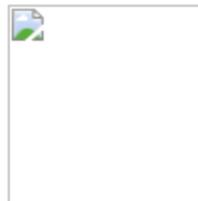


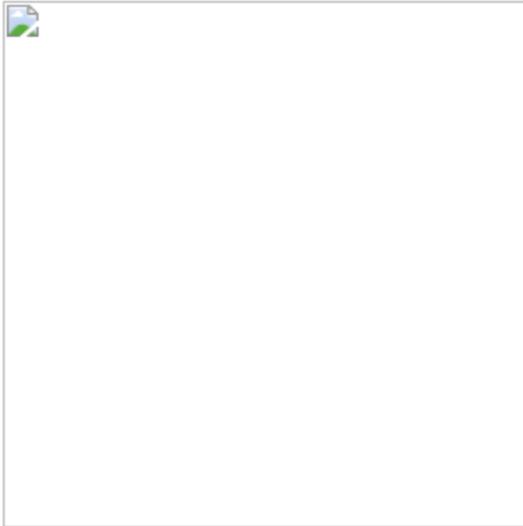
05.10.2016

**How To Be An Animal (On living like a Badger and becoming a Goat)**  
with Charles Foster and Thomas Thwaites

In this extraordinary evening you will hear the stories of two men, one who wanted to know what it was like to be a badger and the other who wanted to become a goat.

Charles Foster wanted to know what it was like to be a badger, an otter, a deer, a fox, a swift. So he lived as a badger for six weeks, sleeping in a dirt hole and eating earthworms...



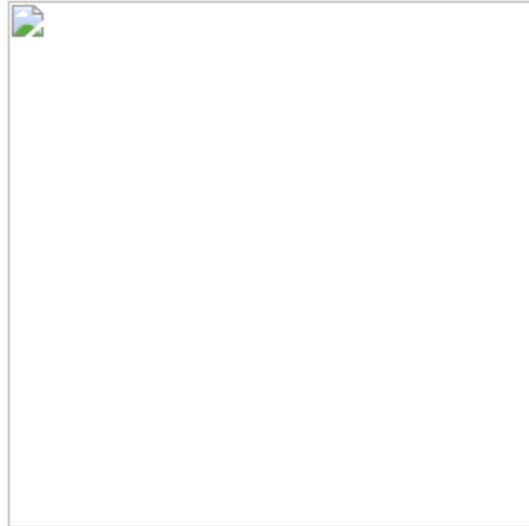
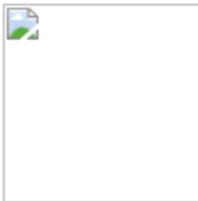


20.10.2016

**Great Historians Series: Europe 1815-1914**

Richard J. Evans in conversation with Margaret MacMillan.

In this major event, Richard J Evans, author of a groundbreaking new study of the period (*The Pursuit of Power: Europe 1815-1914*), is joined by another historian of international acclaim, Margaret MacMillan, to discuss Europe's dramatic development in 19th and early 20th centuries, and the foundations laid in this period for the creation of our own society and its problems.



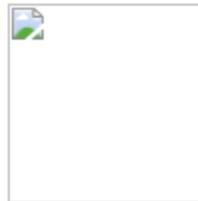
21.10.2016

**The Human Mind – New Insights from Neuroscience**

with Daniel J. Siegel

Neuroscientist Daniel J.Siegel, clinical professor of psychiatry at the UCLA School of Medicine and bestselling author of *Brainstorm* and *The Whole-Brain Child*, joins the how to: Academy for a major talk which asks: What is the human mind? And what makes us feel 'alive'?

A full examination of what we mean by the term 'mind' has traditionally been the province of philosophers.



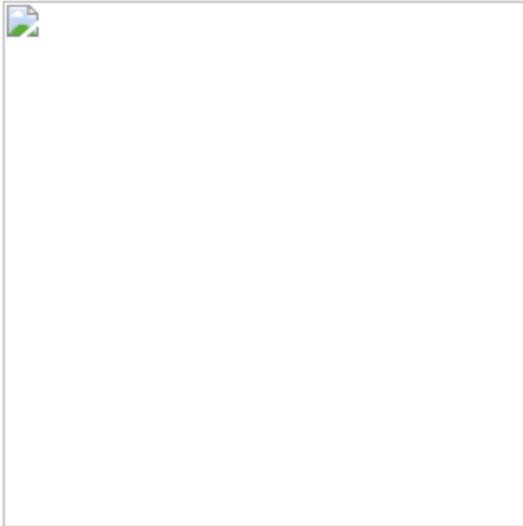


# how to: SCIENCE



What can evolutionary biology tell us about gender? Can it provide a better understanding of sexuality? And how can it explain violent and abhorrent cultural practices, such as 'honour killings'?

[READ MORE](#)

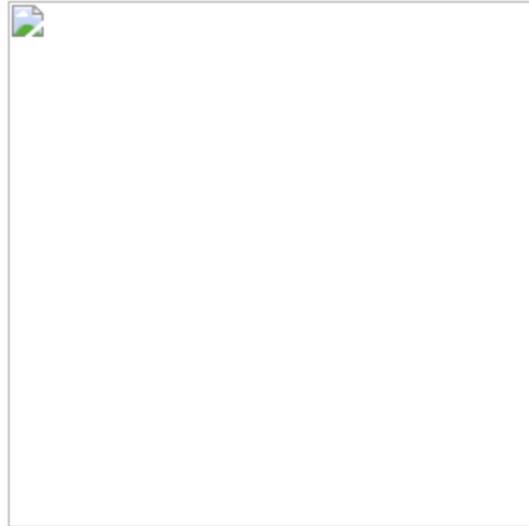
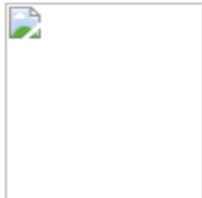


08.09.2016

**Cities of the Future**  
with Laurie Winkless

What will the city of the future look like? This talk by science writer Laurie Winkless will explore the cutting-edge research from labs across the world to build the megacity of tomorrow.

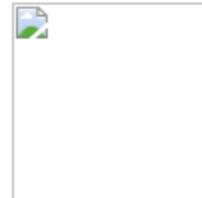
From roof tiles that will clean the air, to buses that run on human waste, cars that will emit H<sub>2</sub>O, windows that produce electricity, roads that charge up electric vehicles and are made from plastic bags to underground farms, this promises to be a fascinating...



18.10.2016

**On the Origins of Life, Meaning, and  
the Universe Itself**  
with Sean Carroll

An unmissable talk by one of the leading theoretical physicists Sean Carroll, based on his new book *The Big Picture*, which is set to place him alongside our greatest humanist thinkers from Stephen Hawking and Carl Sagan to Daniel Dennett and E.O. Wilson. In this talk Sean Carroll will break down how the universe works at the quantum, cosmic and human levels, and link them together to reveal how our human values relate to scientific reality.



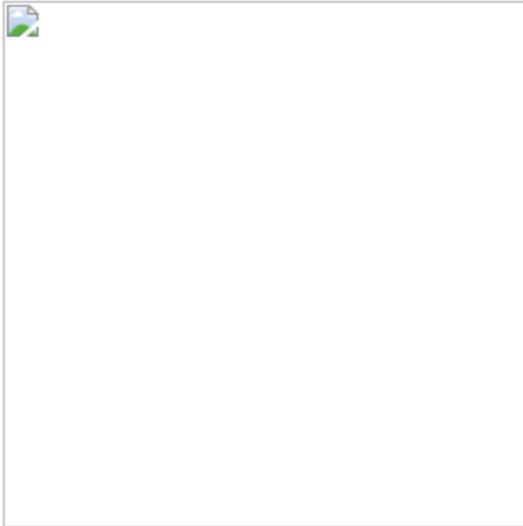


# how to: BUSINESS



Evolutionary psychologist and New York Times bestselling author Dr. Hendrie Weisinger reveals how you can hone your instincts to make the fast, sensible and effective decisions that will have the most positive impact on your life.

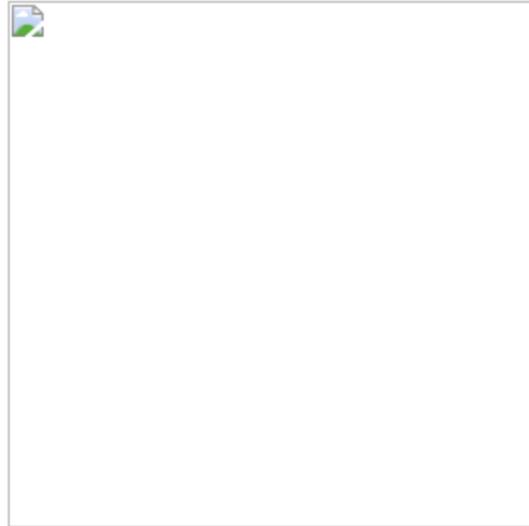
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13.09.2016

**Find a Money-Making Idea You Love  
and Launch It in 30 Days**  
with John Williams

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 ...

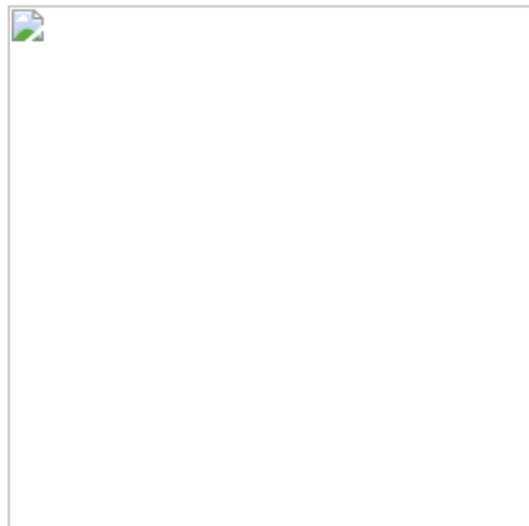
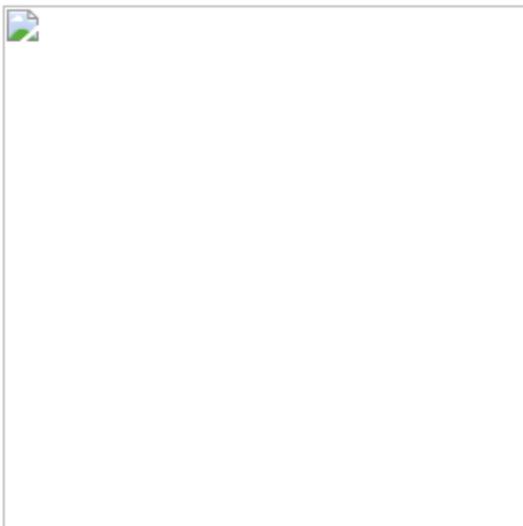
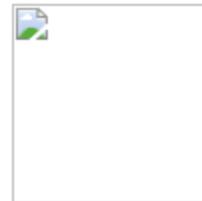


16.09.2016

**Influence**  
with Gavin Presman

How to Influence .... with integrity (the art and science of yes)

Whether in your personal or professional life, it is likely that you need to influence others to create results. You will need to hear yes more than no if you want your projects and passions to be realised. This interactive and engaging seminar will support you to do that ...



23.09.2016

**Sell (The art of getting anyone to say  
yes to anything)**

with Gavin Presman

Do you sometimes realise that your job relies as much on changing minds, as on your particular specialist skill? Do you sometimes struggle to get people to buy what you're selling, whether it's your product, your ideas, or even your personality? Have you ever wondered why some people can persuade others effortlessly?



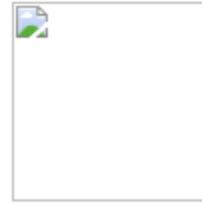
26.09.2016

**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...



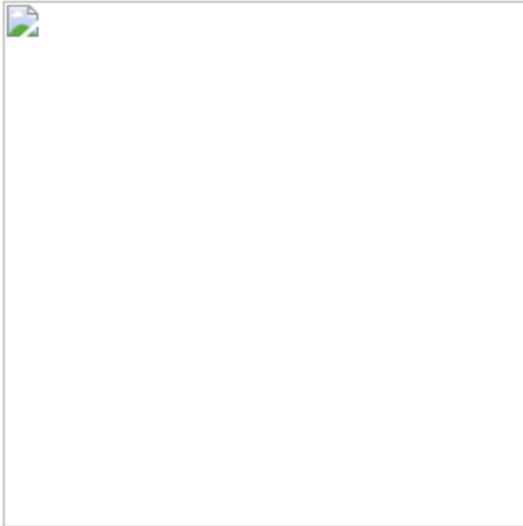


# how to: LIFESTYLE



In this radical new approach to sleep, Nick Littlehales, the 'sleep guru' to some of the world's leading sports stars and teams, will outline his strategies on how to improve your sleep.

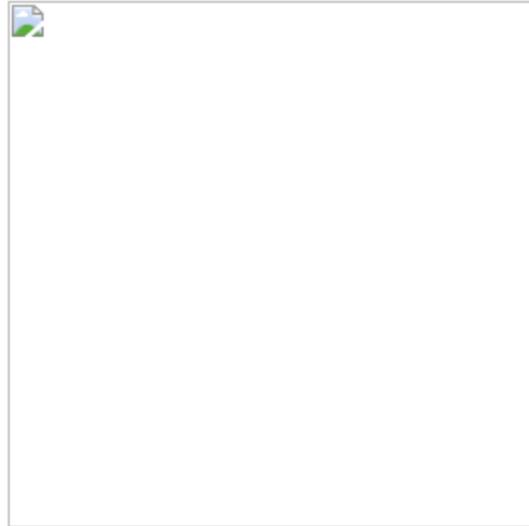
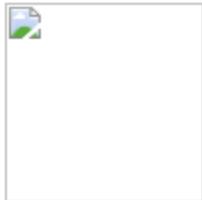
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19.09.2016

**How to Perform Under Pressure**  
with Hendrie Weisinger

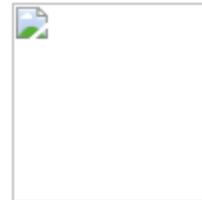
World-renowned psychologist Dr Hendrie Weisinger in a masterclass on performing under pressure. Featuring the latest findings from neuroscience, and drawing on research from Navy SEALs to Olympic athletes, this talk will help you understand the nature and science of pressure and give you a range of solutions to use when in the midst of a highly-pressured situations both at work and at home.



21.09.2016

**They've graduated – what next? (A Masterclass for Parents)**  
with Tanya De Grunwald

Life isn't easy for today's university graduates – or their parents. Facing a highly competitive job market littered with unpaid internships but few proper, paid jobs, many twentysomethings are struggling. Parents are desperate to help – but how can they, when today's job market looks so different from the one they entered when they were young?



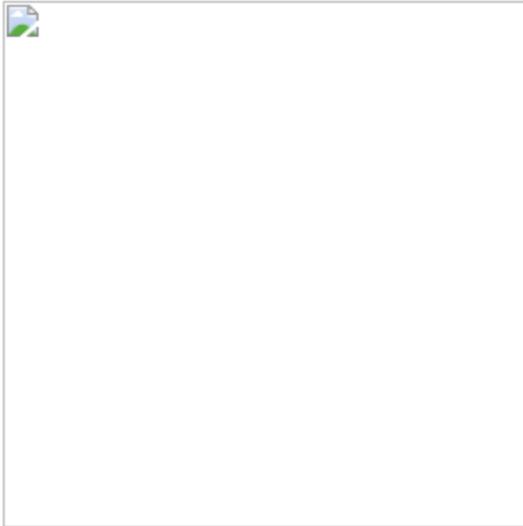


# how to: CULTURE



A masterclass in writing like Jane Austen by the five-times-great niece of Austen herself. Whether you're a creative writing enthusiast looking to publish your first novel, a teacher searching for further inspiration for students...

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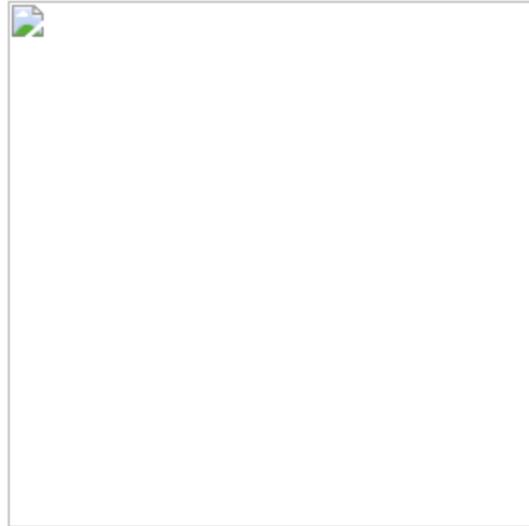
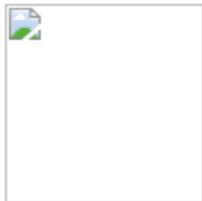


21.09.2016

**Read Kafka's *The Metamorphosis***  
with Will Self

Since its publication 101 years ago, *The Metamorphosis* has crawled creepily into the cultural imagination where it dozes away, scuttles about and makes the occasional bid for freedom. But what is the meaning of

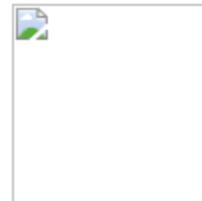
Franz Kafka's nightmarish tale? Is it an analysis of an identity crisis – or of adolescent awkwardness? Is it about family conflict – or the dehumanizing effects...



24.10.2016

**Write Like *The New Yorker* – A  
Masterclass in Style**  
with Mary Norris

Mary Norris, long-time copy editor of *The New Yorker* and beloved proof-reader of Philip Roth joins the how to: Academy to teach us the mysteries of the semicolon, the places a comma should (and shouldn't) be seen, and the purpose of the enigmatic dots that hover over the word *naïve*.





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