

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

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

**Subject:** Neuroscience & Physics of Time| Machiavelli on Leadership| Founder of Ella's Kitchen on Maximising Success in Work and Life| Simon Callow on Wagner |

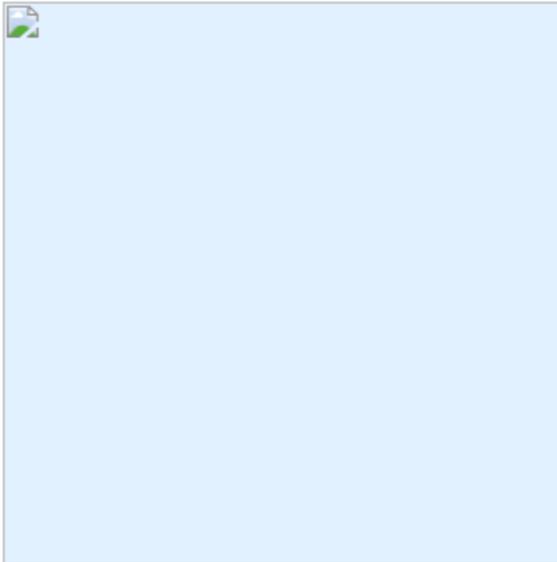
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Newsletter February 2017

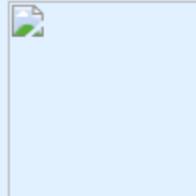
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01.06.2017

### The Neuroscience and Physics of Time

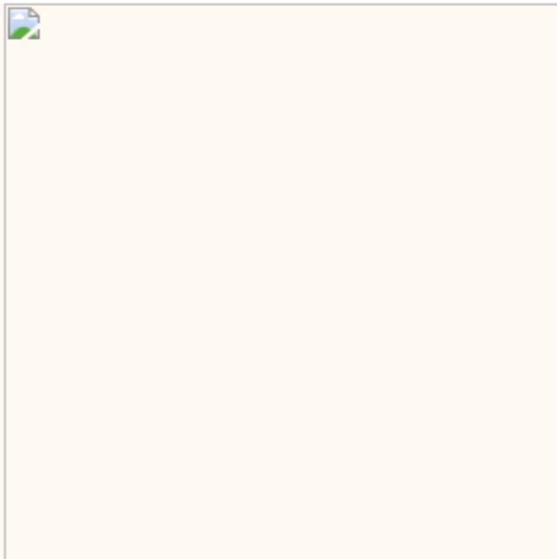
In this unmissable talk, **Dean Buonomano**, a leading neuroscientist and professor at UCLA will investigate the relationship between the brain and time: What is time? Why does time seem to speed up or slow down? Is our sense that time flows an illusion? Dean will also present his own influential theory of how the brain tells time...



13.03.2017

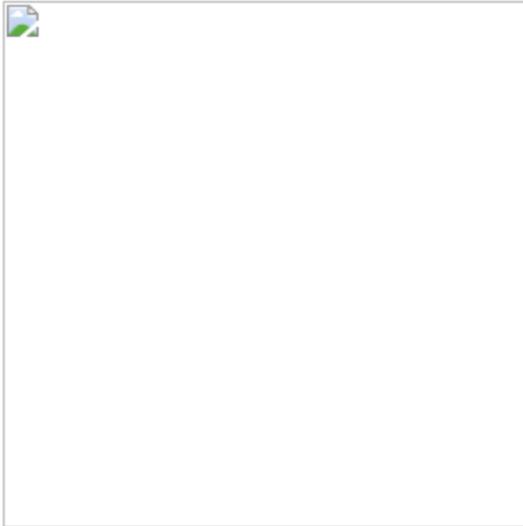
### Be a Fox: Machiavelli and Leadership

For Shakespeare he was 'the murderous Machiavel', and for Burke his anatomy of power was 'odious'. Machiavelli's treatise on the arts of the ruler, in an Italy of ambitious popes and warring city-states, shocked and fascinated Renaissance Europe. His theory of statecraft has been seen as undermining the moral basis of political life...





# how to: HIGHLIGHTS

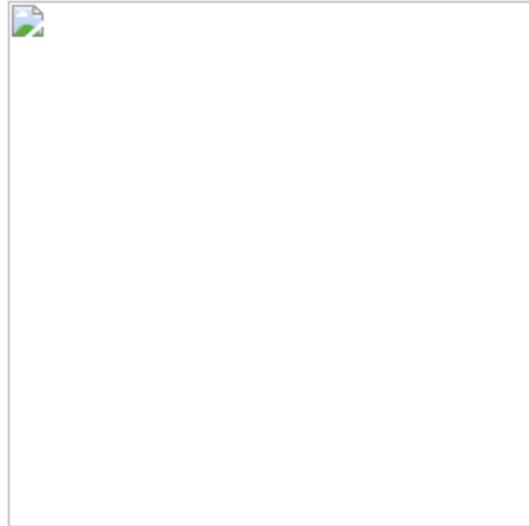
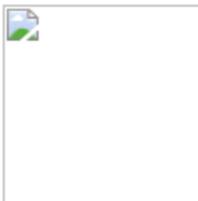


27.02.2017

**Great Masters Series: Will Self on Dostoevsky's Brothers Karamazov**  
with Will Self

Following his sold-out talks on Joseph Conrad, Franz Kafka and James Joyce, **Will Self** is back with another tour de force exploration of **Dostoevsky's *Brothers Karamazov***.

Dostoevsky's nightmarish novel, the story of a penny-pinching lecher and his four sons, is one of the supreme achievements in literature. Set in Russia on the brink of socialist ferment...

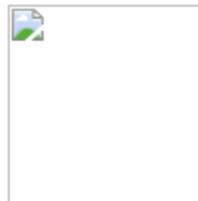


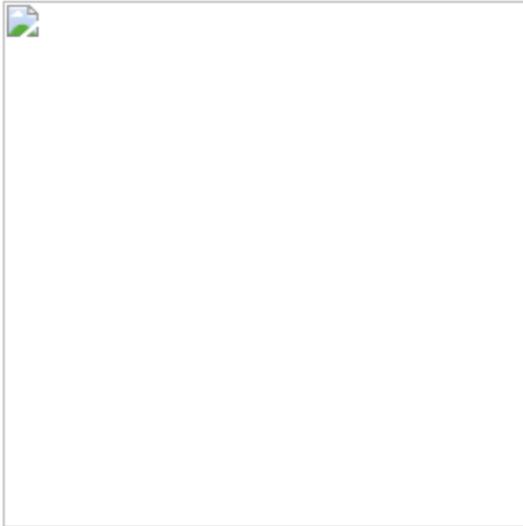
07.03.2017

**An Evening of Radical Thinking – the case for free money, a 15-hour working week, and more**

Rutger Bregman in conversation with Gaby Hinsliff.

In this talk based on his new book *Utopia for Realists* – hailed by the Bookseller as “a must-read “big ideas” book with the potential to rival Thomas Piketty's *Capital* and the works of Yuval Noah Harari in its impact” – major new thinker **Rutger Bregman**, will explore how we can reconstruct society with visionary ideas that are in fact, entirely practicable.

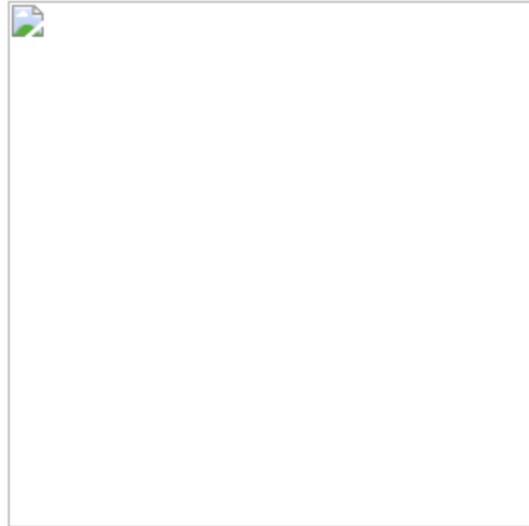




30.05.2017

**The Science of Seeing Differently**  
with Beau Lotto

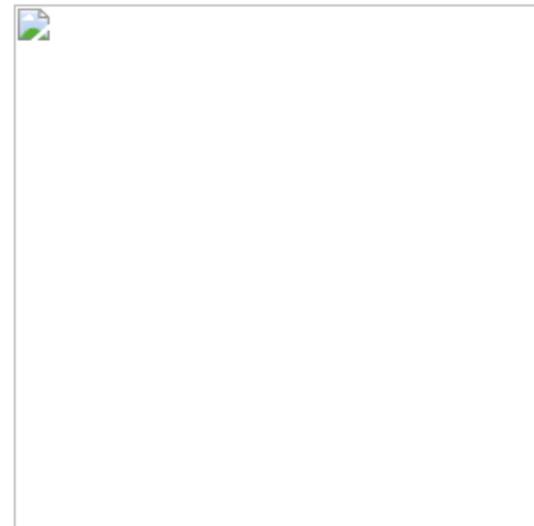
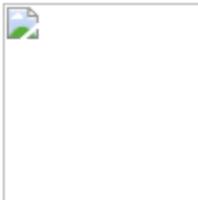
Renowned neuroscientist **Beau Lotto** whose **TED talk** has had **nearly 5m views** presents a **groundbreaking guide to understanding perception**, which will transform the way we see, and unlock our ability to create, innovate and effect change.



28.03.2017

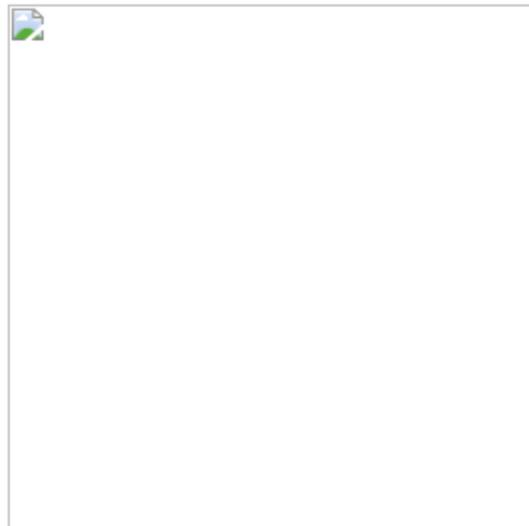
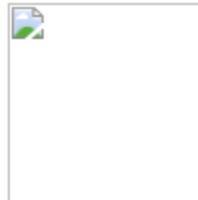
**How Emotions are Made: The Secret Life of the Brain**  
with Lisa Feldman Barrett

An unique opportunity to hear pioneering psychologist, Professor **Lisa Feldman Barrett** on '*How Your Emotions Are Made*', one of the most radical and groundbreaking science books to be published in a generation.



20.04.2017

**Rediscover your Inner Child to**



06.03.2017

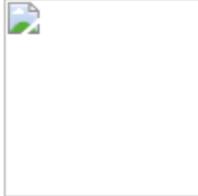
**Simon Callow on Wagner**

**Maximise Success in Work and Life**  
with Paul Lindley

*"Growing up is a trap, but it doesn't have to be."*

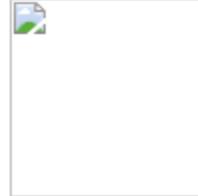
— **Sir Richard Branson**

Join **Paul Lindley**, one of the UK's leading entrepreneurs and founder of bestselling baby food brand **Ella's Kitchen**, for this unmissable talk.

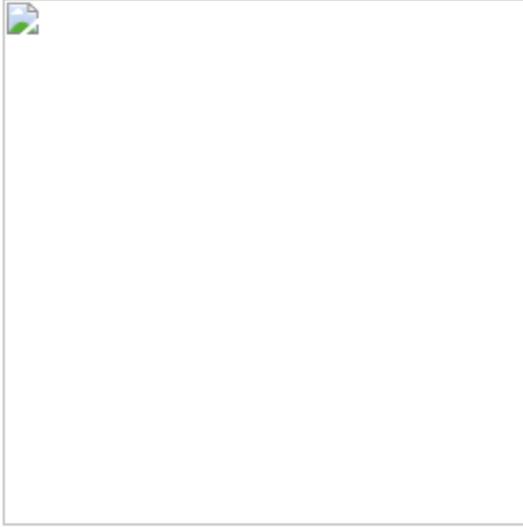


with Simon Callow

Wagner alone is Wagnerian, the most extreme composer in history. The appeal of his music is sensuous and hypnotic. His popularity has never been greater, and productions of *The Ring Cycle* worldwide are invariably sold out in advance. No other composer has elicited such passionate responses – for and against.



# how to: BUSINESS

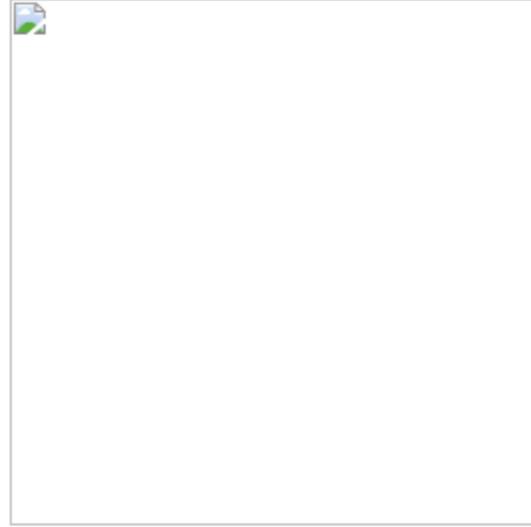
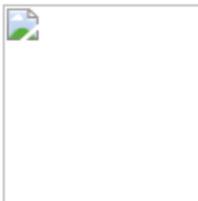


03.03.2017

## **Business Masterclass: 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 ...

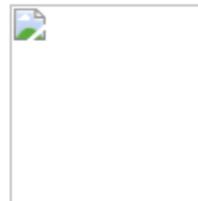


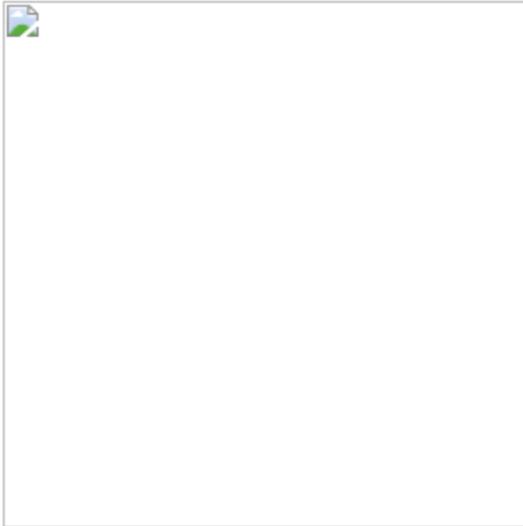
06.03.2017

## **Business Masterclass: Speak in Public** with Edie Lush

All of us have to do it – “say a few words” – at one time or another. Most of us are terrified by the thought of it. But don't panic. This three-hour workshop will enable you to make fear of your audience a thing of the past.

Does the prospect of addressing a roomful of people leave you weak with terror? Does your mouth dry up and your stomach turn over at the invitation to speak?





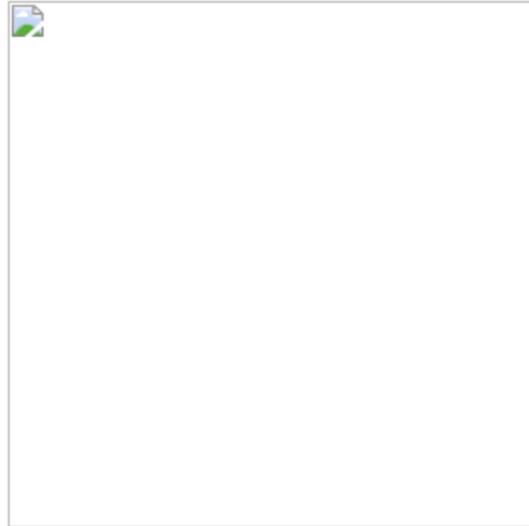
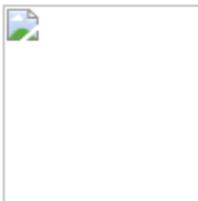
31.03.2017

### **Business Masterclass: Write Better Copy**

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 ...

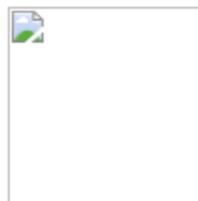


29.03.2017

### **Learning the Lessons of Social Media Stars to make your Ideas, Products & Services Successful. (A Masterclass in Celebrity Branding)**

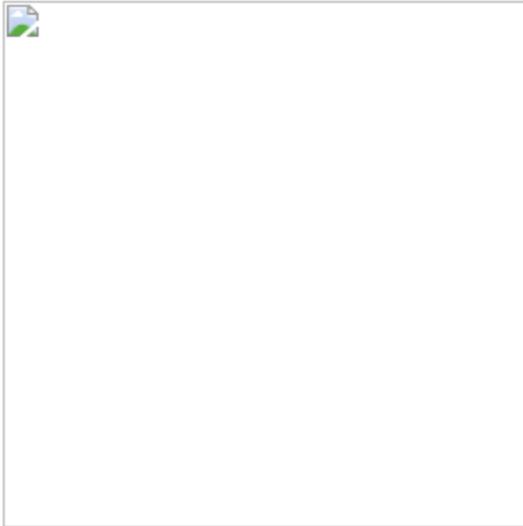
with Jeetendr Sehdev

How do social media stars generate such obsession – even more than the Hollywood A-list? And what can they teach us about making our own ideas, products and services break through? **The world's leading authority on celebrity branding, Jeetendr Sehdev**, tackles these questions head on..





# how to: NATURE

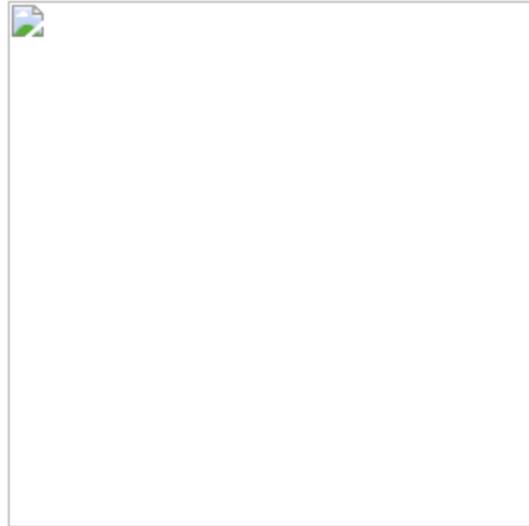
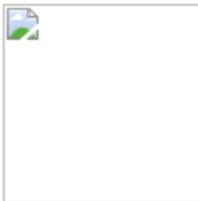


20.04.2017 - 21.04.2017

**Recognise Birdsong at Knepp Castle, Sussex (Last 4 Yurts)**  
with Tim Dee

Dawn chorus in the spring is a magical experience and nowhere more so than at Knepp Castle.

We will leave on the afternoon of the 20th April from Victoria on the Gatwick Express then be driven to the Knepp Castle Estate.

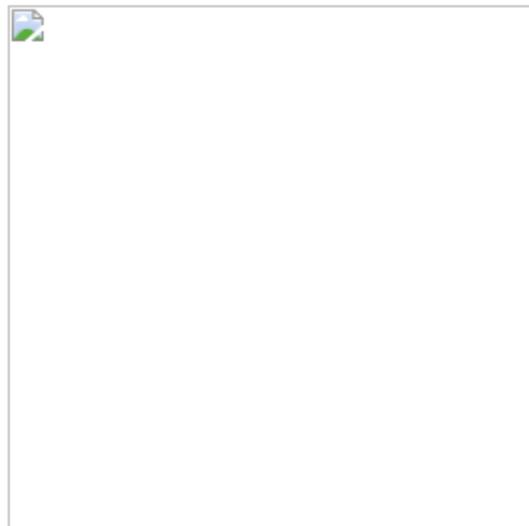
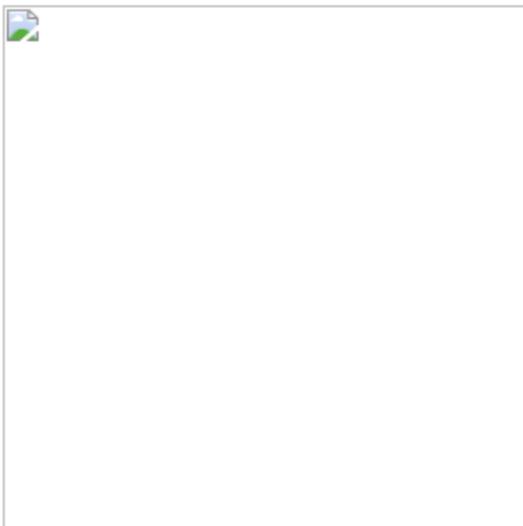
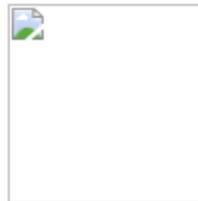


09.05.2017

**A Masterclass in Understanding Rewilding**  
with Charlie Burrell

We will meet in the morning at Victoria Station, take the Gatwick Express and then after a short drive arrive at Knepp Castle.

We will start the day over tea, coffee and biscuits with an illustrated talk by Charlie Burrell, Owner of Knepp and Chairman of Rewilding Britain...

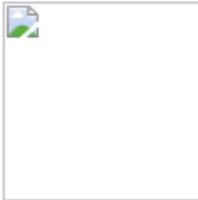


05.04.2017

**Grow Vegetables, Fruit & Flowers: A guide for gardeners who can't garden yet.**

with Hollie Newton

This talk is for people who want to learn how to grow things, but haven't got a clue where to start. From growing your first courgette to completely transforming a shady patio garden, self-taught gardener Hollie Newton will reveal some of the secrets she's discovered over the past few years as she's journeyed from gardening novice to vegetable-grower-extraordinaire – all from her pint-sized London garden.



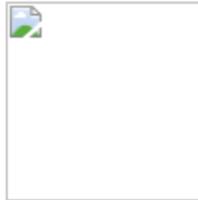
23.03.2017

**A Celebration of Dogs**

with John Bradshaw, Helen Kirwan-Taylor, Meg Rosoff, Toby Rose and Peter Gorbings from Dogs for Good.

Dogs! Young ones, olds ones, scruffy ones, funny ones... on March 23rd, we'll be celebrating them all.

Join us and world's leading dog expert John Bradshaw, prize-winning author Meg Rosoff, artist and 'dog mother' Helen Kirwan-Taylor, creator of the Palm Dog Award Toby Rose and the inspiring Peter Gorbings from the charity Dogs for Good.





# how to: TRAVEL



Join us for The how to: Academy's annual May 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.

[READ MORE](#)



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