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Subject: How to: Academy - Negotiating, Einstein, Rembrandt, Horst, Mindfulness, Investing, Speaking in Public. Pursuit of Happiness.

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How to: September Newsletter

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A LUNCHTIME TALK from Walter Mischel, one of the World's most influential psychologists and inventor of the original 1960s marshmallow experiments.

" A child is presented with a marshmallow and given a choice: eat this one now, or wait and enjoy two later. What will she do? How will she resist? And how does her

ultimate choice shed light on the kind of adult she' ll eventually become? "

The marshmallow studies have proven to predict - to a surprising degree - a child' s chances for future success. Now in this lunchtime talk, Walter Mischel, the inventor of this landmark study and pioneer of the study of self-control shares what he' s learned over decades of ground-breaking research and clearly explains how his findings can help us all achieve our goals - whether we' re aiming for a better job, a happier marriage, calmer children or simply a less stressful life.



NEXT WEEK'S HIGHLIGHTS



10.09.2014

Evening Event, 6:30pm-7:45pm

**how to: Thrive in a World of Too Much: Mastering
Busyness**

with Tony Crabbe

It is difficult to ask anyone 'How are you doing?' without hearing the word 'busy' at some point in the answer... We feel overwhelmed by busyness because of the demands on our time: but busy isn't just a fact of modern life, it's also a brand! Busyness isn't essential. Yes, there is a lot to do, but believing you're always busy because you have so much to do is both false and unhelpful. To thrive we have to respond differently to our world of too much, which starts with stopping managing our time and becoming less productive, deliberately.

[Read more and book.](#)



11.09.2014

Evening Event, 7:00pm-8:00pm

how to: Scandi-Noir with Saga Norén
with Saga Norén, Mariella Frostrup

For one night only, Sofia Helin will discuss the view from The Bridge with Mariella Frostrup.

For addicts of The Bridge, the socially awkward Swedish sleuth with the fast car and the leather trousers is the real case to be solved. Who is Saga Norén? Is she really modeled on a small goat? Why does she appeal to audiences everywhere? And who is Sofia Helin, who plays Saga? What was the inspiration behind the Malmo detective, how did she get inside the skin of such a complex character, and where can we buy her long flowing coat?

Recognised as one of the most talented of her generation of Swedish actors, Sofia Helin has proved herself to be equally accomplished on stage and screen...

[Read more and book.](#)



11.09.2014

Evening Event, 6:30pm-8:30pm

how to: Know what we should Eat (and ensure we lose Weight too)

with Vicki Edgson

The question on everyone's lips is: Just exactly WHAT should I be eating that's a) safe, b) nutritious, and c) will ensure I lose weight?

Whether its the 5:2, the 16:8, the South Beach, or the Paleo, at least 60 % of adults in Britain will have been on a diet at some point, and over half of those are on continuous diets. Scary figures, which would be fine if they were achieving their goals BUT, it seems that the figures don't stack up, and no-one is quite sure of WHAT they should be eating WHEN and WHY!...

[Read more and book.](#)



WORK



16.09.2014

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

how to: Develop Your Negotiating Skills
with Gavin Presman

How to: Advanced Negotiation is a direct and no-nonsense masterclass for those who want to negotiate smarter, harder and with greater dexterity. It assumes basic competence in the art of negotiation, and focuses on solving the tougher problems faced by negotiators using advanced techniques and exercises....

This one is for people who are already experienced negotiators, or those who have already taken part in the How to: Negotiate workshop. You're already fluent in the basics of negotiation, and you're looking for advanced techniques and...

[Read more and book.](#)



19.09.2014

Workshop, 9:30am-12:30pm

**how to: Write Better English (for Business or
Pleasure)**

with Sam Leith

Tips from the professionals, with Sam Leith.

We all know how to write. We may know how to write well. But is our writing the best that it can be? How many of us can produce strong and clear sentences, getting our point across in as few words as possible – and all of them the right words? Whether we are writing an essay, a report, a memo, or simply a straightforward letter, making our prose seem effortless can be the hardest part of the day....

[Read more and book.](#)



22.09.2014

Evening Event, 6:30pm-9:30pm

how to: 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? Can you imagine a future in which you can stand up and speak to a crowd without feeling like a fool? Make your fear a thing of the past. This practical and interactive session is...

[Read more and book.](#)



23.09.2014

Daytime Event, 10:00am-1:00pm

how to: Back-to-work Coaching
with Anna Percy-Davis

Have you taken a career-break in order to have children, or for other reasons? Are you ready to start work again, be it full-time, part-time, or running your own business? Do you need support building-up your confidence, deciding what you want to do, and taking the first step?

Anna Percy-Davis is on hand to help you work out what you want, and then put it into action. This morning workshop will be brimful of practical tips on networking, CV writing, interview techniques and getting the right work/life balance....

[Read more and book.](#)



23.09.2014

Evening Event, 6:45pm-8:30pm

how to: Use LinkedIn
with Rachel Spedding

If Facebook is for friends, and Twitter for followers, what is LinkedIn meant for?

Revolutionising the way individuals can interact with prospective employers and their professional networks, there is little question that this site is fast emerging as the go-to platform for those looking to advance their careers.

But, complete with its own vocabulary of connections, networks and InMails, the LinkedIn lingo can sometimes obscure what is in fact an accessible and user-friendly system...

[Read more and book.](#)



25.09.2014

Evening Event, 6:30pm-8:00pm

how to: Publish and Market Literary Work Using Crowdfunding

with Amanda Barbara

Crowdfunding is the new way to raise funds and market your project. This much we know. But it is also the future for savvy writers and publishers, and the most certain way to foster success in the book market. In this seminar, Amanda Barbara, vice president of Pubslush, will decode crowdfunding, explain how to build a pre-publication platform, and prove that staying up to date with the latest trends is the key to success in the publishing industry....

[Read more and book.](#)



26.09.2014

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

how to: Make the Perfect Presentation
with Neil Chalmers

It's not always what you say but more often how you say it...

How often have you or a colleague you know well made a successful presentation one day and the next day made a complete mess of the same material? If your delivery of presentations however formal or informal is all too often variable, or even uniformly poor don't despair, help is at hand. A day spent with Neil learning how to get your message across effectively as well as stamping your personality on your presentations could dramatically improve your performance not just occasionally but every time.

[Read more and book.](#)



13.10.2014

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 ...

[Read more and book.](#)



20.10.2014

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

how to: Radically Improve Every Working Day
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 is a creative confidante to top CEOs, business- and self-development specialist, speaker, author and arts-in-business pioneer....

[Read more and book.](#)



24.10.2014, 25.10.2014

A One Day Workshop, 9:30am-5:30pm

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

with Steve Harrison

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

A One Day Workshop available on either Friday or Saturday.

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.

Repeated due to popular demand.

[Read more and book.](#)



INVESTMENT



18.09.2014

Evening Event, 6:30pm-8:00pm

how to: Build a Billion Dollar App
with George Berkowski

More than 1 billion people use them every day. In four years, 500,000 have been downloaded over 35 billion times. Only twelve have cracked the code of making it billion-dollar big. Apps are changing the way we communicate, shop, interact and travel. They dominate everything we do, and have become the means by which we manage our lives.

George Berkowski is one of the masterminds behind HALLO, the app which allows us to call taxis from our mobile phones. In this head-spinning event, George will draw on his experiences ...

[Read more and book.](#)



25.09.2014

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

how to: Invest Your Money (and minimize the risk of disaster)

with Jonathan Davis

A breakfast-briefing, taught by one of our leading independent investment experts, on how to invest your money sensibly: what your options are and where the pitfalls lie.

Warren Buffett, the greatest investor of the modern age, used four words to describe the art of investing money: "simple, but not easy". Most people either don't know where to start, or start by asking the wrong questions. Delegate decisions or DIY? Funds or individual stocks? Taxable or tax-free? Growth or...

[Read more and book.](#)



NEW EVENTS



30.09.2014

Evening Event, 6:30pm-8:30pm

how to: Art Quarterly

with Betsy Wieseman, Kenny Schachter, Richard Wentworth, Susanna Brown

Don't miss out on the opportunity to enrich your understanding of the exceptional exhibitions coming up this autumn. Join us for our next curated roundup of all the must-sees and hidden gems that are getting the artworld talking.

Each season, a team of high profile experts will brief you on what's current, what's coming next, and all you need to know about the most critically important and exciting shows on the national and international cultural agenda....

[Read more and book.](#)



01.10.2014

Evening Event, 7:00pm-8:00pm

how to: Be Happy, or What You Want (Performed by Paul McGann and Pip Torrens)

with Constantine Phipps, Paul McGann, Pip Torrens

What You Want is a dazzlingly original verse-novel by Constantine Phipps, about life, liberty and the pursuit of happiness.

Patrick is an ordinary man in free-fall. Following an overdose, he returns in a dream to the past: his marriage, his love of music, his inspirations and his infidelities. Employing the wisdom and guidance of luminaries including Dante, Freud, and Thomas Jefferson, Patrick explores the abiding question: How should we live?...

[Read more and book.](#)



02.10.2014

Evening Event, 6:30pm-8:00pm

how to: Be Mindful (Introductory Workshop)
with Louise Chester

A small shift in your thinking can have a major effect on your life.

Mindfulness is the smart new way to live. In the workplace it helps you build teamwork, enhance creativity and communication, and resolve conflict. In private life, it helps you to forget the fears of the past and future, and focus completely on the present and its potential. Being Mindful means making every moment count.

This workshop is for those who have little personal or practical knowledge of Mindfulness. Louise Chester will help you understand...

[Read more and book.](#)



20.11.2014

Evening Event, 6:30pm-7:45pm

how to: Understand Einstein's General Theory of Relativity

with Pedro G. Ferreira

Albert Einstein's General Theory of Relativity is possibly the most perfect intellectual achievement in modern physics. Anything that involves gravity, the force that powers everything on the largest, hottest or densest of scales, can be explained by it.

From the moment Einstein first proposed the theory in 1915, it was received with enthusiasm yet also with tremendous resistance, and for the following ninety years was the source of a series of feuds, vendettas, ideological battles and international collaborations featuring a colourful cast of characters....

[Read more and book.](#)



CULTURE



18.09.2014

Evening Event, 7:00pm-8:30pm

how to: Jazz – Ellington and Monk

with David Ogilvy, Dorian Ford

An evening of live music and talk with David Ogilvy and Dorian Ford on the music of Duke Ellington and Thelonius Monk.

Combining live examples, video footage, and recordings of their work, we will explore the great leaps made by these two great pianists and composers, and look at the traditions they drew from.

We will also look at how they influenced not only their contemporaries, but also musicians in other genres particularly in the 'European' tradition in the 20th century.

[Read more and book.](#)



20.09.2014 - 21.09.2014,

01.11.2014 - 02.11.2014

Weekend Event, 10:00am-5:00pm both days

how to: A Weekend Photography Masterclass
with Clive Frost

A late Summer photography course for those who want to take their cameras on location.

This is a course with a difference, aimed at beginners and enthusiasts as well as those considering photography as a profession. Held over two weekends in September and November, with October devoted to working on a group project, entitled 'Autumn', which will then be printed as a photo book. You will be able to decide if you wish to attend just the first weekend or to work on the group project between the two halves of the programme and complete the course in the second weekend....

[Read more and book.](#)



27.09.2014 - 28.09.2014

Daytime Event, 10:00am-5:00pm both days

how to: Read Tolstoy
with Rosamund Bartlett

“If life could write, it would write like Tolstoy” wrote Isaac Babel. Universally regarded as the greatest writer of Russian fiction, Leo Tolstoy is the only author with two works regularly featuring in lists of the top ten novels of all time. This weekend course, led by Rosamund Bartlett, biographer and translator of Tolstoy, invites you to immerse yourself in both of them. We will explore the whole of Tolstoy’s long career as a prose writer, but the focus will be on War and Peace and Anna Karenina, the novels which represent the summit of his creative achievement, and rank amongst the greatest monuments of world literature. Whether you participate in one or both days of the course is your choice....

[Read more and book.](#)



04.10.2014

Weekend Event, 10am-5pm

how to: Read Ulysses
with Colin MacCabe

Ulysses uses one day in the life of Dublin to reflect on the whole of Western culture and society. We invite you to spend a one day in your life reflecting on Ulysses, the most influential, and difficult, novel ever written. Under the guidance of Colin MacCabe, one of the world's leading Joyce experts, you will enter into the world of Dublin on June 16th 1904 chapter by chapter, and hour by hour.

You will also look at the contexts of Ulysses: the Dublin of the Gaelic revival; pre-First World War Trieste; Zurich as a haven from the butchery of the First World War; the Paris of entre deux guerres...

[Read more and book.](#)



PARTNER EVENTS



Editorial Intelligence: Connecting Smart People and Smart Ideas

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We are a content, conversation, connection business putting intelligent thought, creative knowledge-sharing and engaged people at the heart of what we do. We know that being smartly connected is vital. But knowing to whom, to what and how has become increasingly complex in today's age of overload. Signing up to the free [eiNetwork](#) is the first step to navigating an information-saturated landscape. You'll receive the daily eiDigest, which is delivered direct to your inbox every day at 9am and provides an astute snapshot of leading news and views and recommendations for your knowledge radar, and the fortnightly eiVoice, a guest-edited personal perspective on current affairs and zeitgeist as well as an insider guide to what matters. visit www.editorialintelligence.com

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24 – 28 September 2014

Five days of 36 unique events

The Oldie magazine: **Soho Literary Festival**

***GET FIVE TICKETS FOR £35 – A SAVING OF £10.
Just call the box office on 0207 478 0100 and tell
them which five events you want to see or, if
booking online, add five events to your basket and
they will discount automatically.***

The Oldie magazine is delighted to present the fourth annual Soho Literary Festival, sponsored by Waitrose Cellar. It is Britain's most intimate festival, where visitors are invited to spend the weekend getting up-close and personal with their literary heroes. Highlights include watching headline act Stephen Fry discuss the profound effects Wodehouse had on his life, hearing panorama journalist Tom Bower delve behind the public facade of Richard Branson or Michel Roux and Russell Norman revealing the commonly unseen aspects of restaurant life.

With 36 unique events all taking place within Soho

Theatre from the 24th to the 28th of September, the festival is set to take the capital by storm! This year's line-up is the best to date, with 36 eclectic events, none of which ..

[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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