

From: How To Academy <john.gordon@howtoacademy.com>

To: j <jeevacation@gmail.com>

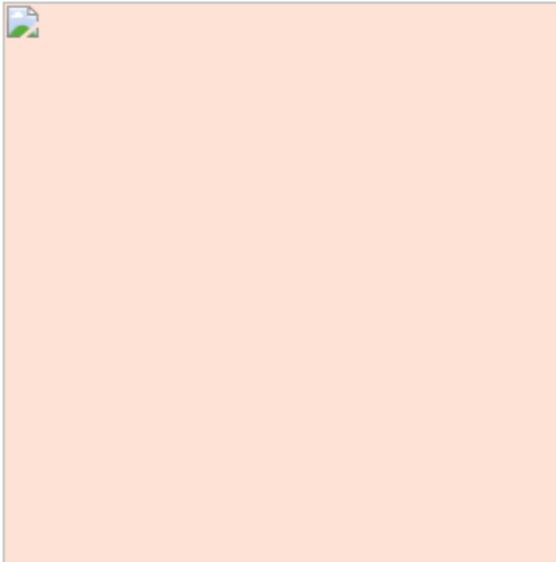
Subject: How To Brexit? The best deal for Britain| New Business Workshops| Yanis Varoufakis, Nick Clegg, & Gary Kasparov| The algorithm for Happiness.

Date: Thu, 23 Mar 2017 10:10:27 +0000

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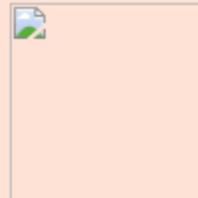
Newsletter March 2017
www.howtoacademy.com



02.05.2017

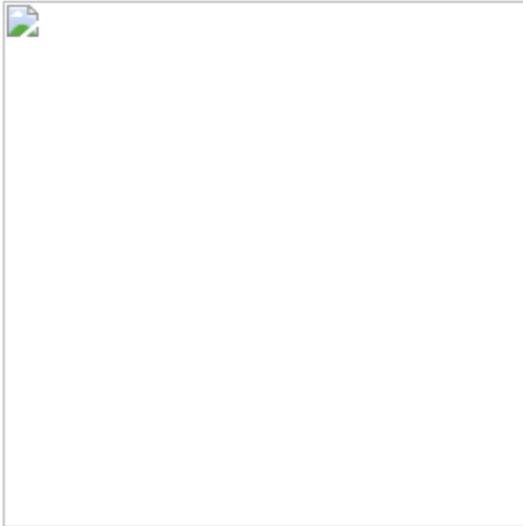
How To Brexit? The Best Deal for Britain.

Brexit is a unique event in our island story, a momentous drama of people, politics and power. The big question was whether to exit. The bigger question is how to exit, and the answer will decide the fortunes of future generations. No one disputes that we are at the crossroads — but which path to take?





how to: HIGHLIGHTS



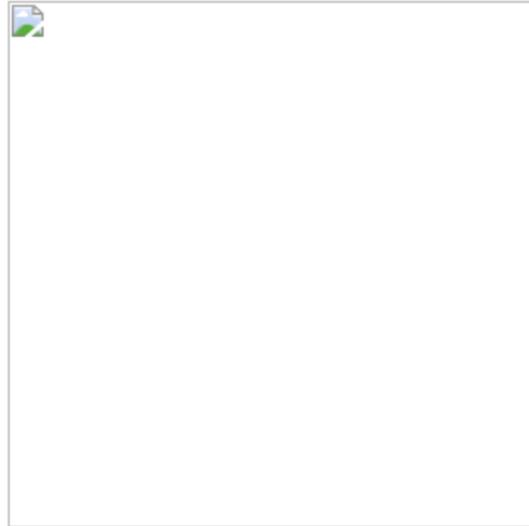
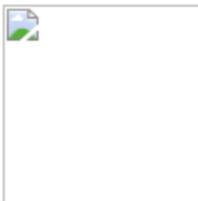
31.03.2017

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 ...



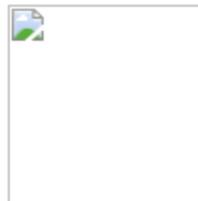
29.03.2017

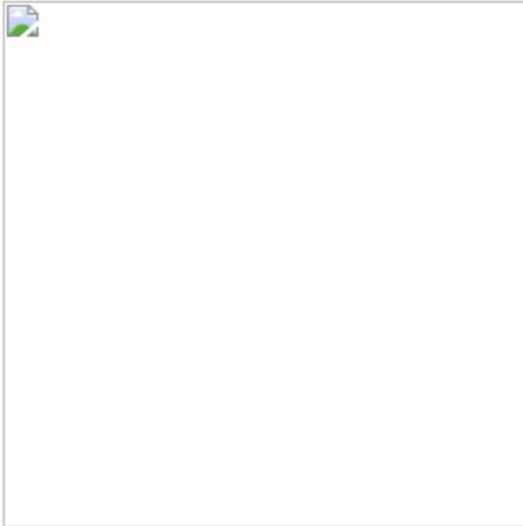
The Kim Kardashian Principle and Donald Trump

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.

Sehdev will show why successful images today...





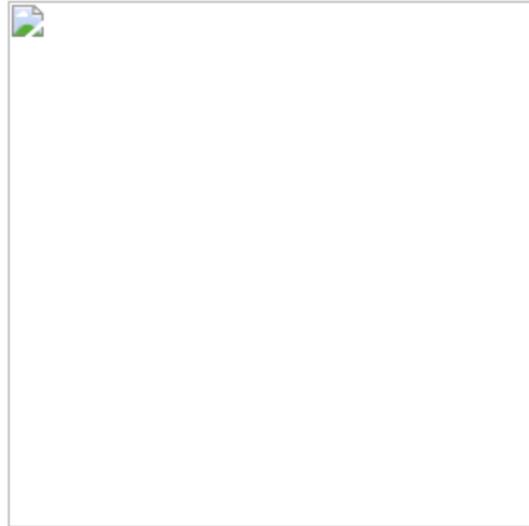
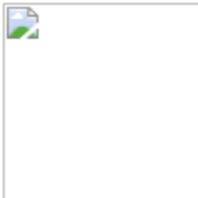
06.04.2017

Be Happy. The Algorithm for Enduring Happiness from the Chief Business Officer of Google [X]

with Mo Gawdat

Engineer your path to joy using Mo Gawdat's equation for continuous happiness.

We all agree that there is an art of happiness – for the favoured few. But is there a science of happiness, available to all? Mo Gawdat believes he has found the equation for being happy.



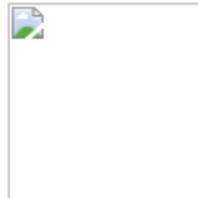
25.04.2017

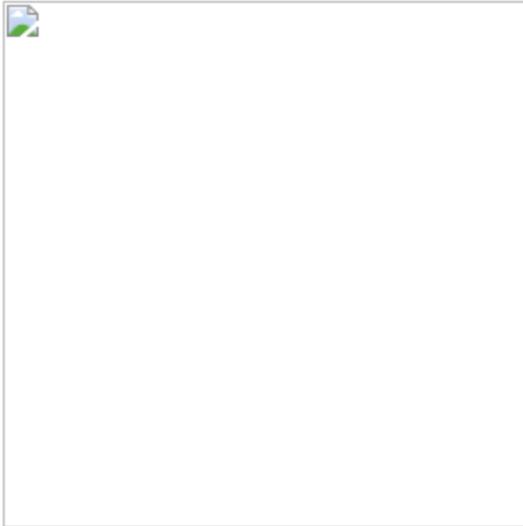
Raise our Children to be Resilient (Personal Development for Parents)

with Trevor Silvester

How to raise our children to be resilient in the face of life's many challenges is something every parent wants but as **Harley Street Cognitive Hypnotherapist Trevor Silvester** will discuss in this talk to achieve this we may need to change ourselves.

From his years as a therapist, Trevor will offer an invaluable series of life lessons for both...



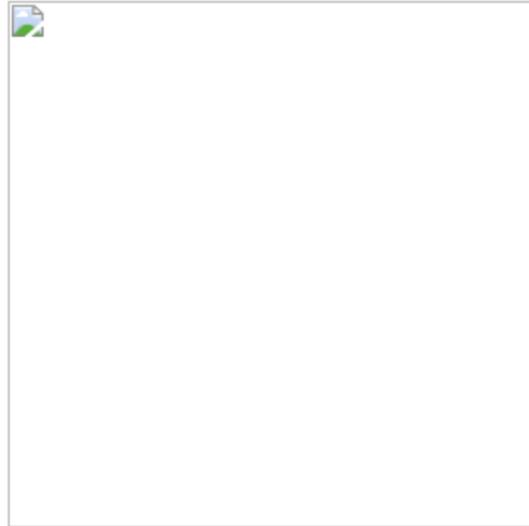
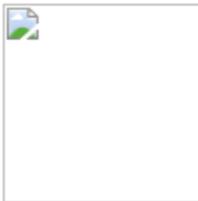


01.05.2017

Yanis Varoufakis: My Battle with Europe's Deep Establishment
with Yanis Varoufakis

Ex-Greek finance minister Yanis Varoufakis comes to the how to: Academy on Monday 1st May.

As finance minister of Greece, Yanis Varoufakis sparked public controversy when he attempted to re-negotiate his country's relationship with the EU. But **what really happened took place behind closed doors** and now Varoufakis is ready to tell the full story.

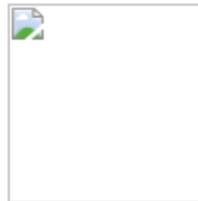


02.06.2017

An Evening with Nick Clegg on Trump, Brexit & Populism
with Nick Clegg

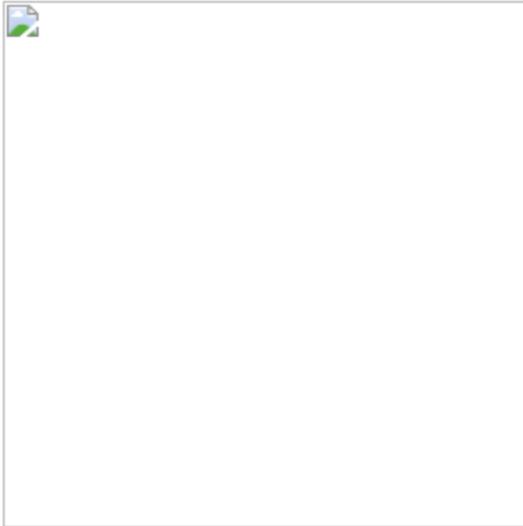
Join us as **Nick Clegg discusses the tectonic shifts in our political landscape over the past year.**

One year ago as *Between the Extremes*, Clegg's widely-praised insider's dissection of the coalition government came out, politics was changing. Now it has changed. But the Brexit and Trump victories have only reconfirmed the liberal belief that, if the future is to work, politics must occupy rather than desert the middle ground.





how to: BUSINESS (NEW)

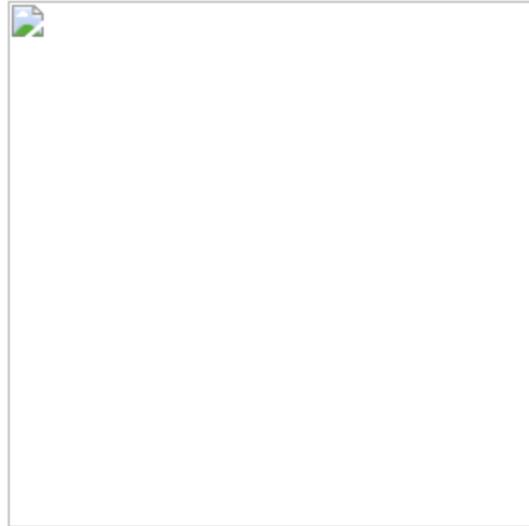
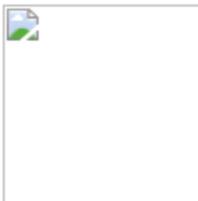


15.05.2017

Confidence, Communication and Careers (Women only)

with Anna Percy-Davis

The How to Academy are delighted to be offering this **new workshop exclusively to women**. Covering **confidence** (how to act and behave in a confident, assertive fashion no matter what situation you find yourself), **communication** (how to be front-footed in a group meeting, a one-to-one situation and how to make sure you are heard and you stay in control of any conversation you have in your working day) and **careers** (how to manage your career to ensure you get the promotion you deserve, the salary you desire and you still have a work/life balance).



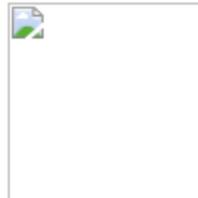
07.06.2017

Do Stand-Up Comedy and Never Be Afraid of Anything Ever Again (Within Reason, Doesn't Include Shark Attacks)

with Viv Groskop

How to... Stand Up. **Always wanted to try stand-up comedy but too scared to give it a go? Looking for the ultimate confidence boost?**

Have a go at stand-up in a relaxed, no-pressure environment. **Learn the tricks of the trade which can be applied in any public speaking situation.** And unlock your natural funniness. (We all have some. No, really, we do.)





how to: NATURE



11.05.2017 - 14.05.2017

Weekend retreat in Spain, near Seville
with Alexandra Harnden & 3 more
speakers

**Stop press: 20% price reduction as VAT no
longer chargeable.**

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.



09.05.2017

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

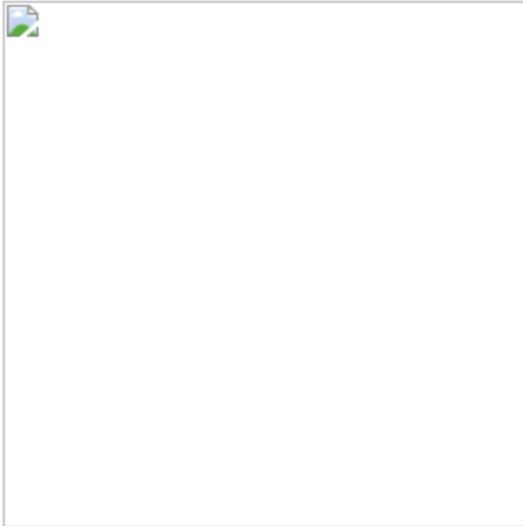
We will meet in the morning at Victoria Station,
take the Gatwick Express and then after a short
drive arrive at Knepp Castle.

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**, on what is Rewilding: the truths and the
misconceptions.





how to: CULTURE

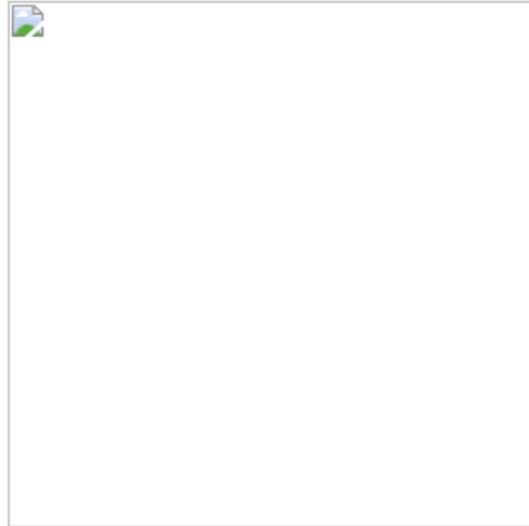
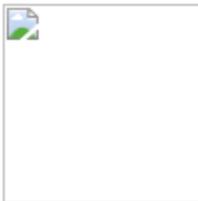


04.04.2017

New York and Oliver Sacks
with Bill Hayes

In 2009 the writer **Bill Hayes** moved to New York from California with a one-way ticket and uncertain future, and gradually came to know his new neighbour – the legendary neurologist and author of *Awakenings* **Oliver Sacks**.

This talk based on Bill Hayes's memoir *Insomniac City: New York, Oliver and Me* will provide ...

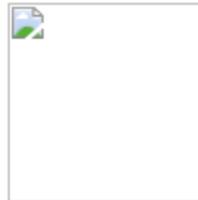


15.05.2017

A Verb's-Eye View of The English Language
with David Crystal

Following his sold-out talk last May on Oratory, **David Crystal** is back with an unmissable talk on how language works.

Focusing on the most simple, unassuming, innocent-looking verb – to be, he will show how it is jam-packed with more different meanings, forms, and uses than any other English word.





how to: SCIENCE & TECHNOLOGY



30.05.2017

Artificial Intelligence and the Game of the Century – Kasparov vs. Deep Blue
with Garry Kasparov, Michael Hawley

Former World Chess Champion Gary Kasparov talks about where **Machine Intelligence ends and Human Creativity** begins – followed by a conversation with **legendary former MIT Media Lab Professor Mike Hawley**.

In May 1997 the greatest chess player in the world was defeated for the first time – by an IBM supercomputer named **Deep Blue**.

01.06.2017

The Neuroscience and Physics of Time
with Dean Buonomano

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, and in the process illuminate such concepts as free will, consciousness, spacetime and relativity from the perspective of a neuroscientist.





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