

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

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

**Subject:** Harvard Professor's new approach to Gender Equality, Howard Jacobson on Merchant of Venice, Understanding India with Sunil Khilnani, Tour Space & Time

**Date:** Tue, 19 Jan 2016 10:05:25 +0000

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## How to: Spring Programme

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13.04.2016

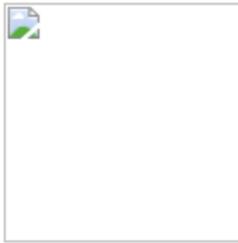
Evening event, 6:45pm – 8:00pm

**how to: Achieve Gender Equality in your Organisation. (A major new approach.)**  
with Iris Bohnet

Behavioural economist, at Harvard University, Iris Bohnet joins the how to: Academy to explain how you can achieve gender equality in your organisation.

Bohnet will explain the unconscious biases that hold back acceptance of gender equality, and demonstrate how it is easier, and cheaper, to enact small changes that de-bias the structure of your whole organisation rather than the individuals within it. Presenting research-based solutions, Professor Bohnet will hand us the tools we need to move the needle in classrooms and boardrooms, in hiring and promotion, benefiting businesses, governments, and the lives of millions.

A MUST for HR DEPARTMENTS, CEOs and EMPLOYEES, we highly recommend booking early to hear one of the world's thought-leaders in the achievement of gender equality in the workplace....





## NEW TALKS

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09.03.2016

## **how to: Understand India with Sunil Khilnani**

with Sunil Khilnani

Emperors, philosophers, poets, Bollywood stars and corporate titans, the range of individuals who have shaped India is wide. Join us as highly respected author and commentator Sunil Khilnani (presenter of BBC Radio 4's *Incarnations: India in 50 Lives* series) brings to life the stories of Indian's history's pivotal personalities.

Expect to explore Bollywood studios, slum temples, ayurvedic call centres and California communes as this talk demonstrates the continued relevance of those who have made India with humour and intelligence.

For a deeper understanding of India's fascinating history, told through the lives of its most interesting figures, book now to join Sunil Khilnani at the how to: Academy....

[Read more and book now](#)





06.04.2016

## **how to: Howard Jacobson on William Shakespeare's Merchant of Venice (Retold)**

with Howard Jacobson

*'The most troubling of Shakespeare's plays for anyone, but, for an English novelist who happens to be Jewish, also the most challenging'* – Howard Jacobson

2016 is the the 400th year of Shakespeare's death. To commemorate the occasion, Howard Jacobson has reinterpreted *The Merchant of Venice* in a gripping tale of philanthropy, friendship, plastic surgery and a pound of flesh.... What does it mean in the modern world, asks Jacobson in *Shylock is My Name*, to be a father, a Jew, and a merciful human being?

Join us for an evening with the writer described by Daniel Hahn as '*a very literary man, a very funny, very literary man; more specifically ... a very funny, very literary, Northern Jewish man*'.

[Read more and book now](#)





15.03.2016

## **how to: An Evening with Adair Turner: On Money, Credit and Global Finance.**

with Adair Turner

*"Sometimes it's better for governments to print more money rather than rescue banks."*

In this talk Adair Turner, the head of the Financial Services Authority in 2008, will argue against conventional wisdom and show why sometimes it's better to print your way out of financial crises, rather than shifting debt on to the public.

Drawing on his new book *Between Debt and The Devil*, Lord Turner will also demolish the arguments behind deregulating the financial industry, showing that most credit is not needed for economic growth but rather drives real estate booms and busts, and leads to financial crisis and depression....

[Read more and book now](#)



## MEMOIR

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09.02.2016

## **how to: An Evening with A. A. Gill**

A.A. Gill in conversation with John Mitchinson

An unmissable evening with A.A.Gill in conversation with John Mitchinson on the occasion of his new book *POUR ME, A Life*, his dark yet laugh-out-loud memoir, which charts the soggy tangle of a shredded life; the year between the end of his marriage and the end of his drinking .

"The one miserly charity of drink is that it strips away memory. You start by forgetting the last hour of Saturday night, a name, a conversation, how you lost your shoes, and then, as life begins to tumble like an up-ended skier, so the avalanche of forgetting comes and sweeps up the evidence, burying the remembrance in a soft white darkness, a roaring silence. After a time you've forgotten more than you can remember. For me, out of a decade I have perhaps two years, perhaps three, of remembrances ... There is a hope, if not a reliable fact, that this is the best I can muster, this is a retrospective truth gleaned from the shards and tesserae. An attempt to reimagine something lost, an emotional archaeology" A.A. Gill

[Read more and book now](#)



## HISTORY

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28.01.2016

## **how to: The Romanovs: 1613-1918**

with Simon Sebag Montefiore

The Romanovs were the most successful dynasty of modern times, ruling a sixth of the world's surface. How did one family turn a war-ruined principality into the world's greatest empire? And how did they lose it all?

This is the intimate story of twenty tsars and tsarinas, touched by genius and madness, inspired by holy autocracy, tainted by remorseless killing and sexual decadence. Montefiore's family chronicle reveals a secret world of unlimited power, ruthless empire-building and palace conspiracy, with a global cast of tyrants, poets and adventuresses – from Ivan the Terrible to Lenin, Tolstoy to Lincoln, and the Kaiser to Queen Victoria.

[Read more and book now](#)





18.02.2016

**how to: History's People: Tyrants, Heroes, Rebels and Dreamers.**  
with Margaret MacMillan

Who were the great personalities who shaped history? And who were the most astute observers, glorious adventurers, and admirable risk-takers of the past? Who *really* deserves our recognition?

In this special event for the how to:Academy based on her new book *History's People* the internationally acclaimed historian Margaret MacMillan will present pen-portraits of the historical individuals who she believes deserve our recognition and understanding.

From leaders that have made huge and destructive mistakes, such as Hitler, Stalin and Thatcher, to the dreamers, explorers and adventurers who defied the constraints of their own societies, MacMillan will deftly unravel the hidden biographies of the people whose voices and actions stand out through the complexities of global history.

[Read more and book now](#)



## SCIENCE

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02.03.2016

## **how to: A Tour through Space and Time**

with Lawrence Krauss

A rare appearance in London from one of the world's leading Astrophysicists to talk about the new windows on the Universe that have changed virtually everything we think about its makeup and possible size, its past, and its future.

Exploring the new tools we have developed that allow us to explore nature on scales previously unimaginable renowned theoretical physicist, bestselling author and unparalleled science communicator Lawrence Krauss takes us on a tour through space and time like never before, to the outer reaches of the visible universe, to the beginning of time, and possibly, to indirect hints of other universes beyond the reach of our telescopes. ...

[Read more and book now](#)



## LITERATURE

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04.02.2016      *Last tickets*  
**how to: Joseph Conrad, Heart of Darkness**  
with Will Self

*'And this also,' said Marlow suddenly, 'has been one of the dark places of the earth.'*

Thus Charlie Marlow, sitting cross-legged on board the *Nellie* as dusk falls over the Thames, tells the tale of his journey down the Congo and his meeting with the mysterious ivory trader, Kurtz.

Since its publication in 1899, Joseph Conrad's enigmatic novella has been analysed more than any other work of literature, while those who have not read the book will have seen Francis Ford Coppola's famous adaptation, *Apocalypse Now*.

But what does Conrad mean by comparing London and Africa as places of darkness? What does Kurtz mean by his last words, 'The horror, the horror!'? And – most importantly – what does it all mean to Will Self?

Join us for an evening explanation and revelation, as we journey into Conrad's *Heart of Darkness*.

*Do you see him? Do you see the story? Do you see anything? It seems I am trying to tell you a dream...*

[Read more and book now](#)





02.03.2016

## **how to: Virginia Woolf, *To The Lighthouse*.**

with Deborah Levy

*She felt... how life, from being made up of little separate incidents which one lived one by one, became curled and whole like a wave which bore one up with it and threw one down with it, there, with a dash on the beach – Virginia Woolf*

Cited by *Time* magazine as one of the 100 best novels in the English language, *To the Lighthouse* is as startling to readers today as it was when it first appeared in 1927. Written in stream-of-consciousness style with very little dialogue and almost no plot, Virginia Woolf explores, through the Ramsay's summer home on the Isle the Skye, loss, time, perception, and the relationship between her own parents....

[Read more and book now](#)



## BUSINESS & LIFESKILLS

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05.02.2016

## **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 for people who want to appear confident and in control even when they are feeling the exact opposite. By exploring concepts of effective communication we will work on your presence and your content to ensure that you have command of your impact and come across as engaging, memorable, authoritative – and relaxed....

[Read more and book now](#)





12.02.2016

## **how to: 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?

How to: Sell Anything will transform your understanding and approach to selling, using practical and effective techniques to increase your influence. It will show you how we all rely on salesmanship: whether you're an account manager or an artist, an entrepreneur or an engineer – the secret of success is your ability to get a yes.

Combining 15 years of experience in sales and motivation with the latest psychological research into the science of influence, this workshop demonstrates how selling is fundamental to our professional and personal lives....

[Read more and book now](#)





19.02.2016

## **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. Designed following fifteen years of research into the most effective negotiation practice, it will equip you to negotiate effectively in 2014 and beyond. Fundamental to the workshop will be the belief that most effective negotiators work collaboratively for long term mutual gain, so we won't be learning any short term gambits here, just effective and honest strategies that are proven to get results....

[Read more and book now](#)





04.03.2016

## **how to: Photoshop for the Absolute Beginner**

with Brad Clark

Photoshop is a super powerful application that can make working with images a pleasure. To the newcomer, however, it can be somewhat overwhelming. This session is designed to get you using the basic tools of photoshop with confidence and allow you to progress on to learning the more advanced features when the need arises.

1. Understanding the layout of Photoshop
2. Layers
3. Blending Modes
4. Tools
5. Selecting with magic wand, quick selection tool etc.
6. Colour Adjustments
7. Cropping and transformations
8. Healing/Fixing images
9. Image Formats – when to use which format.
10. Saving for Web Use
11. Type Essentials – typing on a path/shape, warping type etc.

[Read more and book now](#)





11.03.2016

## **how to: Understanding Your iPad & iPhone**

with Brad Clark

You do everything together. You share your most private moments, your most immediate thoughts, you cannot bear to be apart. You tell him – or maybe her – everything, but is it a one-way relationship? How well do you actually understand your iPad & iPhone? Do you know how capable he is, how many skills he actually has, and what a wealth of resources he is harbouring? Do you know how much more he could give if you only made the commitment to explore him in depth?

Give your iPad & iPhone a treat on this bespoke course. But to ensure all your questions are answered, some of which may not be covered by the course outline below, feel free either to submit your own questions in advance by emailing [REDACTED] or ask them at the beginning of the workshop so that our coach for the morning, Brad Clark, can respond directly, personally, and face-to-face. Go on – make your Apple your best friend....

[Read more and book now](#)





14.03.2016

## **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 the values underlying it. And then begin to create a workable business plan to actually get you started and, if necessary, raise the capital required.

The workshop will be run by Anna Percy-Davis . Anna is an executive and career coach who works with entrepreneurs running both big Corporations and small one-person businesses. Her focus is to help individuals be both gutsy and resilient...

[Read more and book now](#)





## PARTNER EVENT

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10.02.2016

Morning event, 7.30am - 9am

Corinthia Hotel, London, SW1A 2BD

**The Modern City: How to Design for People not Politicians:**

**FREE TICKETS** (*Must be booked through NNN first.*)

with Sadie Morgan, Design Chief, HS2 and Govt Infrastructure Panel Member, Lucy Musgrave of the public architecture firm Publica + Vicky Richardson, Head of Architecture, Design & Fashion, British Council. Chaired by Harvey Goldsmith CBE

London is one of the most dynamic cities in the world, and the current Government is committed to ensuring that other cities in the "Northern Powerhouse" follow suit. But what does this mean in practice for the people who design public spaces and the infrastructure which supports them? Some of the key people involved in delivering over £200bn of public projects debate the matter.

how to: Academy, together with Editorial Intelligence's acclaimed private ideas Conference - Names Not Numbers- a conference which Niall Ferguson describes as 'like Davos....with community singing' - is delighted to allocate a limited set of **free tickets**.

To apply click on the link below using the Promotional Code: **Academy**.

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