

From: How to Academy <[REDACTED]>

To: j <jeevacation@gmail.com>

Subject: Hiring people the Google Way, Freakonomics, Hitler's Last Gamble, Future of China, Russia, India and US.

Date: Tue, 12 May 2015 13:46:24 +0000

How to: Spring Programme and Highlights

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18.05.2015

Evening Event, 6.45pm-8pm

how to: Attract the Most Talented People to your Business (and make your Workplace the best in the world.)

with Laszlo Bock, Head of People Operations at Google, Matthew Taylor, Chief Executive of the RSA.

Google receives more than two million unique job applications a year. Now, Laszlo Bock, the innovative head of their People Operations has written the ultimate guide to attracting the most talented to your business and how to ensure that the best and brightest succeed....

[Read more and book now](#)



NEXT FORTNIGHT HIGHLIGHTS



21.05.2015

how to: Ardennes 1944. Hitler's Last Gamble
with Antony Beevor

The Western Counterpart to *Stalingrad*.

This major talk by Antony Beevor, the bestselling author of *Stalingrad*, *Berlin*, *D-Day* and *The Second World War*, timed to coincide with the launch of his new book *Ardennes 1944*...

[Read more and book now](#)



20.05.2015

Lunchtime Event

how to: Clone a Mammoth.
(The science of bringing extinct species back to life.)
with Beth Shapiro, one of the leading ancient DNA specialists in the world.

[Read more and book now](#)



02.06.2015

how to: How Not to Be Wrong: The Hidden Maths of Everyday Life

with Jordan Ellenberg

[Read more and book now](#)



04.06.2015

how to: Inequality: What Can



**Be Done? (A response to
Thomas Piketty's Capital)**
with Professor Anthony B.
Atkinson - "The Godfather of
Inequality Economics"
[Read more and book now](#)

27.05.2015 *Lunchtime Event*

**how to: When To: Rob a Bank. (A Rogue
Economist's Guide to the World)**

with Stephen J Dubner: Bestselling Co-Author of
Freakonomics.

[Read more and book now](#)



ECONOMICS



11.06.2015 *Lunchtime Event*

how to: Misbehaving- The Making of Behavioural Economics

with Richard H. Thaler, bestselling co-author of Nudge.

This talk for the How To Academy coincides with the publication of Richard Thaler's new book on behavioural economics.

Richard Thaler has spent his career studying the radical notion that the central agents in the economy are humans—predictable, error-prone individuals. Traditional economics assumes rational actors. Early in his research, Thaler realized these Spock-like automatons were nothing like real people. Whether buying an alarm clock, selling football tickets, or applying for a mortgage, we all succumb to biases and make decisions that deviate from the standards of rationality assumed by economists.....

[Read more and book now](#)



BUSINESS



02.06.2015

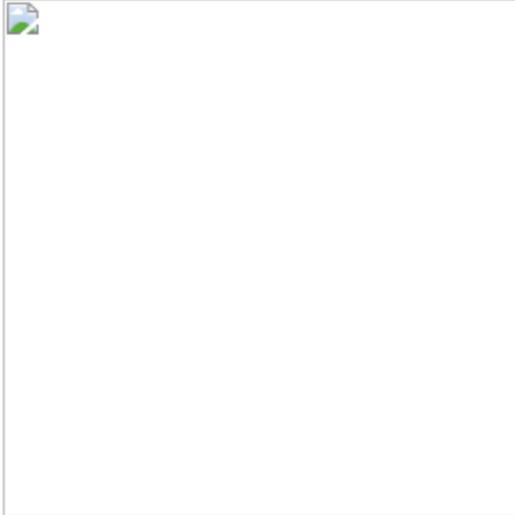


12.06.2015

how to: Innovations in Leadership: A Masterclass

with Scott Morrison

[Read more and book now](#)



12.06.2015

how to: Write Better Copy: a full day masterclass in writing persuasive headlines, email/direct mail, brochures, strategy papers, internal documents, newsletters, press ads and press releases.

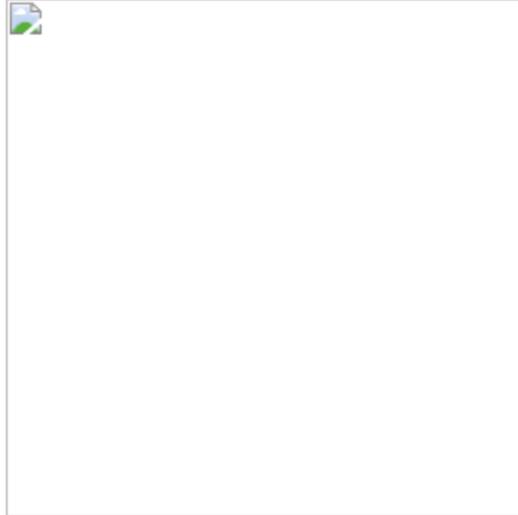
with Steve Harrison

[Read more and book now](#)

how to: Negotiate

with Gavin Presman

[Read more and book now](#)



15.06.2015

how to: Get Your Website Noticed (A Masterclass in driving traffic to your website through SEO, Paid, PR, Social & Direct channels)

with Filip Matous

[Read more and book now](#)



PSYCHOLOGY



16.06.2015

how to: Interpret Body Language (Taught by deaf trainers)

with Skyway Academy

Imagine that everyone you've ever spoke to heard the opposite message you tried to communicate. It is possible that this has actually happened with some of the people you've spoke to today. What exactly is your body telling people? What exactly is their body telling you?

With body language comprising up to 90% of our overall communication, this workshop taught by deaf trainers, who necessarily have been analysing body language since birth, will help you become more conscious of the signals you send and better at interpreting the signals sent by others....

[Read more and book now](#)



POLITICS



23.06.2015

how to: Understand Global Politics. The Future of the U.S, China, Russia

with Graham Hutchings, Anand Menon, Desmond King

In this introductory evening to a 4-part Global Summit, How To Academy and Oxford Analytica will be focusing on the future of the Great Powers.

Using the innovative and inspiring format of Oxford Analytica's flagship Autumn Conference, the expert speakers will explore if Global power, whether defined in economic, political, military, ideological or other terms, is slipping away from the countries, sources of ideas and institutions where it has been located for the past few decades.

Is it congregating around different countries, nodes, organisations and frameworks, some of them unfamiliar to us in the West? Do we now have few 'Great' powers and several 'big' ones, complicating the diplomatic landscape at a time of major global challenges?

[Read more and book now](#)





LIFESTYLE



24.06.2015

how to: Make the Transition from City Life to Self- Sufficient Rural Living. (The 'Good Life' on a Smallholding.)

with Simon Dawson

Following a drunken misunderstanding one New Year's Eve, Simon Dawson inadvertently found himself leaving his lucrative life in London to start a smallholding on the wilds of Exmoor with his wife, Debbie. In this talk for the How To Academy, Simon will tell us how to up sticks and realise for ourselves ' The Good Life' and what adventures to expect along the way in transitioning from city to country life.

[Read more and book now](#)



GRADUATES



29.06.2015 - 30.06.2015

how to: Job Boot Camp (A two day workshop in finding a Job)

with Anastasia Baker, Frances Wilson, Edie Lush, Jasmine Birtles, Judith Perle, Rachel Spedding, Tanya De Grunwald

How do I write a stunning application letter? How can I make my CV stand out? How do I secure an internship? How can I shine in an interview?

Don't despair: The How To Academy has the know-how

Building on the success of our Student Life-Skills jamborees, we have programmed a nuts-and-bolts, back-to-basics two-day boot camp to meet the needs of students about to graduate and University graduates starting out on the job market.

With a team of brilliant coaches, we promise you the wisdom and advice you can get nowhere else. Sign-up to take the despair out of job-hunting and ensure you stay ahead of the game.

COURSE OUTLINE

The two day Boot Camp will start each day at 9.30am and finish at 5.30pm. There will be four 90 minute sessions per day with an hour's lunch break in between.

The 8 Sessions will cover:

How To: CVs – *how to present and sell yourself...*

How To: Internships – *what they teach you, and how they help your career...*

How To: Careers – *choosing one, finding vacancies in your dream field and staying motivated as your job hunt progresses...*

How To: Network – *networking and putting yourself out there in the right places....*

How To: Cover Letters – *how to wow with a sheet of writing....*

How To: Interviews – *what employers are looking for and how to steer the conversation....*

How To: Be Self-Employed – *creating your own job and changing the current landscape....*

How To: Impress Recruitment Consultants....

[Read more and book now](#)



PARTNER EVENTS



19.05.2015 Evening Event, 6.30pm

Defeating cancer: reasons to be hopeful

with Will Self, Professor Paul Workman, Professors Johann de Bono and Karol Sikora

You will hear from an array of internationally-renowned and inspirational speakers who will reflect upon the latest in cancer research and treatment and discuss why this should give us cause for hope.

In the prestigious surroundings of the Royal Society, acclaimed writer Will Self will make the opening speech to guests, setting the scene and the challenge for our experts. These will include world-leading scientist...

[Read more and book now](#)





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