

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

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

**Subject:** Inequality, Copywriting, Negotiating, Body Language, Applying to Google and for Graduates: how to get a great Job.

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## How to: Spring Programme and Highlights

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21.05.2015

Evening Event, 6:45pm-8:00pm

**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*, focuses on Hitler's ill-fated final stand when on 16th December 1944, Hitler launched his 'last gamble' in the snow-covered forests and gorges of the Ardennes on the Belgium/German border.

Although Hitler's generals were doubtful of success, younger officers and NCOs were desperate to believe that their homes and families could be saved from the vengeful Red Army approaching from the east. The Ardennes offensive, with more than a million men involved, became the greatest battle of the war in western Europe.



January 1945, when the Red Army launched its onslaught towards Berlin, the once-feared German war machine was revealed to be broken beyond repair. The Ardennes was the battle which finally broke the Wehrmacht.





## HIGHLIGHTS

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18.05.2015

**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 ...

[Read more and book now](#)

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20.05.2015

**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](#)

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12.05.2015

*Lunchtime Event*

**how to: Inspiration. Moments of Insight that Shape Our World.**

with William B. Irvine

[Read more and book now](#)

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**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

[Read more and book now](#)

11.05.2015

**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...

[Read more and book now](#)



HISTORY POLITICS



23.06.2015

Evening Event: 6.30 - 8pm

**how to: Great Powers: Are they things of the past?**  
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 ...

[Read more and book.](#)



**BUSINESS & WORK**



02.06.2015

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

**how to: Innovations in Leadership: A Masterclass**  
with Scott Morrison

There aren't enough leaders out there any more – we have too many managers – people running systems, managing processes and generally following the status quo. The business systems that managed businesses pre-recession are no longer valid as we move into this challenging post-recession age.

Now is the time create Accelerated Leaders – those that can be the innovators of cultural, commercial and creative standard bearing; starting with yourself and then creating more around you so that you and your organisation can accelerate the performance of ...

[Read more and book.](#)



12.06.2015

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

**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

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 lies in the work you do before you confront the blank screen....

[Read more and book.](#)



12.06.2015

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

**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...

[Read more and book.](#)



15.06.2015

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

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

with Filip Matous

There's no escaping it. If you want to scale your business you need to increase attention from the right markets. Quality attention requires your time, your money or both.

Attention online = traffic. But what traffic do you need? And how much of it?

Join Filip Matous in a packed 3-hour course that will leave you with a sound understanding of the main traffic channels that exist and how to get the right kinds....

[Read more and book.](#)



16.06.2015

Evening Event, 6.30pm-8pm

**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.](#)



## MATHS & ECONOMICS



02.06.2015

Evening Event, 6.30pm-8.00pm

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

with Jordan Ellenberg

In this talk by the New York Times bestselling author Jordan Ellenberg, we will hear how a little mathematics goes a long way in helping us not to be wrong. Instead of an abstract set of rules learnt at school, we will see how maths touches on everything we do, and how a little mathematical knowledge reveals the hidden structures that lie beneath the world's messy and chaotic surface.

Amongst the many topics covered in the book some of which will feature in the talk, Jordan explains calculus in a single page, shows us what maths can teach us about ...

[Read more and book.](#)



04.06.2015

Evening Event, 6.45pm-8pm

**how to: Inequality: What Can Be Done? (A response to Thomas Piketty's Capital)**

with Professor Anthony B. Atkinson - "The Godfather of Inequality Economics"

Inequality is one of our most urgent social problems. Talk of the 99% and the 1% is entrenched in public debate – but there has been little discussion of what can be done.

In *Inequality: What Can Be Done*, written in response to Thomas Piketty's *Capital*, Tony Atkinson sets out to do two things that book didn't: one, to show that inequality isn't growing simply because the rich are getting richer; more people are moving into poverty and this is the more terrifying aspect...

[Read more and book.](#)



11.06.2015

Lunchtime Event, 12:45pm-13:45pm

**how to: Misbehaving- The Making of Behavioural Economics**

with Richard H. Thaler

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...

[Read more and book.](#)



**LIFESTYLE**



24.06.2015

Evening Event, 6.30pm-8.00pm

**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.](#)



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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