

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

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Subject: A major talk changing our scientific worldview on how Life Works , & Harvard's most popular professor, Michael Puett on the Meaning of Everything.

Date: Tue, 15 Mar 2016 10:03:01 +0000

How to: Spring Programme

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08.04.2016

Lunchtime Event, 1:00pm - 2:00pm

**how to: Lunchtime Thought Leadership. How Life Works. (A new Scientific
Worldview)**

with Sean B. Carroll

The world famous biologist Sean B. Carroll joins the how to: Academy to reveal the hidden rules that regulate the natural world – from the number of red blood cells in your body, to



the number of lions and zebras on the African savannah. In his talk, based on his new book 'Serengeti Rules' which is set to bring about a complete change in our scientific worldview, he will explain how we can learn from these rules to develop life-saving medicines and – he argues – secure the future of Planet Earth.

"This book is a must-read for anyone who cares about the future of the planet." — Siddhartha Mukherjee, author of *The Emperor of All Maladies: A Biography of Cancer*

Book now for an incomparable insight into the laws that govern nature, and a direct audience with one of the great scientific thinkers of our age.





UPCOMING EVENTS-MARCH & EARLY APRIL



21.03.2016
**how to: The Man who Made
Things out of Trees**
with Robert Penn

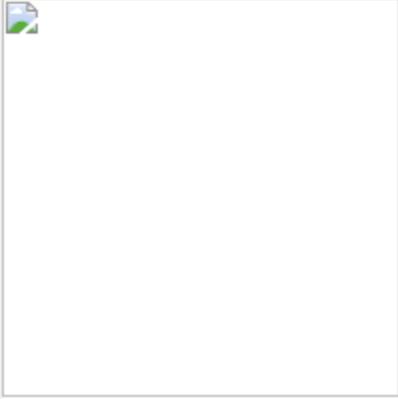
We are delighted to welcome Rob Penn, author, television presenter and raconteur, for a special how to: Academy event that follows the journey of one tree and the work of the craftsmen who turned it into over



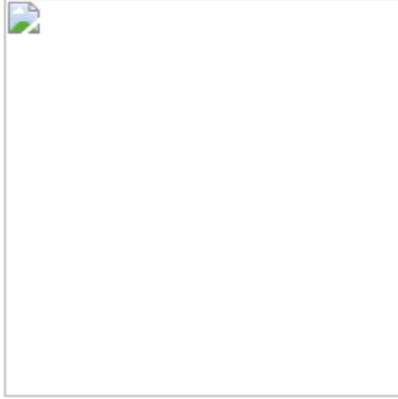
22.03.2016
**how to: An Evening
Masterclass in Selling (48
tools to Success)**
with Helen Kensett

Sales expert Helen Kensett joins the how to: Academy to teach you the secrets of the 'sales mind' – a practical and effective way of thinking for successful selling....

[Read more and book now](#)



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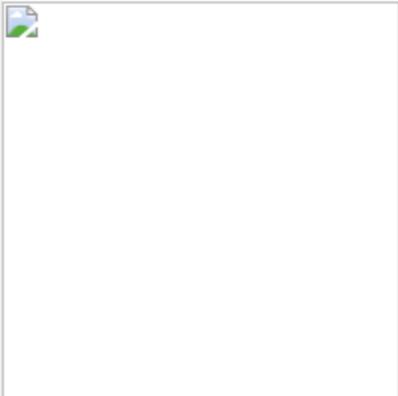


30.03.2016
how to: Katherine Mansfield, Short Stories
with Ali Smith

Risk anything! Care no more for the opinion of others ... Do the hardest thing on earth for you. Act for yourself. Face the truth – Katherine Mansfield

She wrote nearly 100 stories and changed the form of literary ...

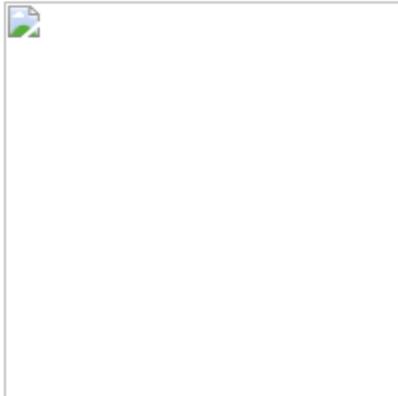
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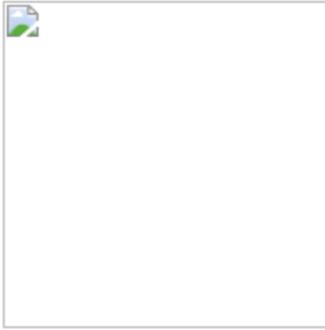


06.04.2016
how to: Shylock is My Name: Howard Jacobson on The Merchant of Venice (Retold)
with Howard Jacobson

'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

[Read more and book now](#)





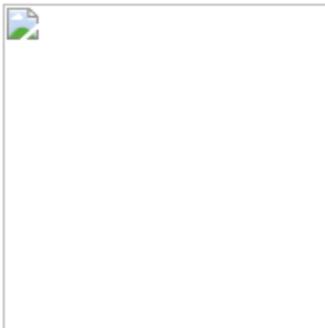
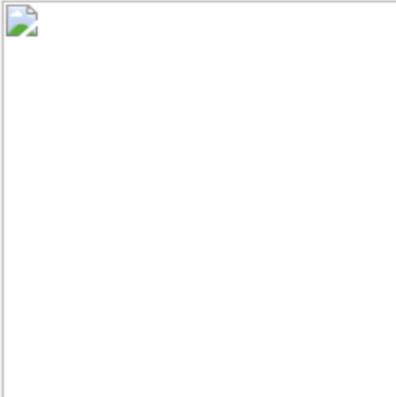
29.03.2016

**how to: An Evening with
Nobel Peace Prize Winner:
Shirin Ebadi**

Dr. Shirin Ebadi in
conversation with Azadeh
Moaveni

Nobel Peace Prize-winning human
rights lawyer and activist Dr Shirin
Ebadi joins the ...

[Read more and book now](#)



07.04.2016

**how to: The Art of Reading
Water. (For Flyfishers,
Rowers, Sailors, Walkers &
Lovers of Puddles)**

with Tristan Gooley

How to spot dangerous water in the
pitch black with the help of a clock
face, find your way with puddles, and
read the sea using ancient Viking
methods. Expert in natural
navigation ...

[Read more and book now](#)



MAJOR TALKS



07.04.2016

how to: An Evening with Neil MacGregor
with Neil MacGregor

Germany: Memories of a Nation, with Neil MacGregor

In a major new talk for the how to: Academy, Neil MacGregor delves back through artefacts, architecture and hidden archives to revisit the history of one of Europe's most important and fascinating nations: Germany.

From the Brandenburg Gate to the Gutenberg Bible, via Volkswagen engineering, fairy tales and degenerate pottery, the talk will examine some of the key moments that have defined Germany's past, its great, world-changing achievements and the catastrophes of the 20th century. Through his richly researched narrative, Neil MacGregor will explore the profound influence that Germany's history, culture and inventiveness have had across Europe – and the world.

[Read more and book now](#)





25.04.2016

how to: The Path: A New Way to Think About Everything
with Professor Michael Puett

Today at Harvard, one course has unexpectedly become the most popular on campus: Michael Puett's History of Chinese Philosophy. What is it about his lectures that has captured the attention of the world's brightest young minds?

In this special event for the how to: Academy you can experience yourself the life-changing impact Professor Puett's lectures can have, when he explains how Chinese philosophy can offer a new, positive way to think about ourselves and the world around us

The ideas developed by Chinese philosophers are among the most influential in history – but the majority remain unknown by Western people. With a deep understanding of the texts of Confucius, Mencius, Laozi, Zhuangzi and Xunzi, Michael Puett invites us to re-examine the Western notions that influence much of our lives, and explore new ways of thinking that provide fresh direction for our decisions and actions....

[Read more and book now](#)





11.05.2016

how to: An Evening with Germaine Greer with Germaine Greer

Feminist, acclaimed intellectual and agenda-setting orator, Germaine Greer is among the most important figures in the world today. The how to: Academy is excited to welcome her for an evening of outspoken discussion about equality, gender and sex in contemporary public and private life.

Forty years ago it seemed that women were about to take their rightful place in the world, in parliament, in the church, in the judiciary, in the workplace but when you open the newspaper you find that news is still made by men in suits.

The female most likely to be seen in the sports pages will be a horse. Women are disappearing too because flesh is not allowed. As soon as girls accept the size, role and shape of adult women, they begin to disappear....

[Read more and book now](#)



NEW TRAVEL



13.10.2016 - 23.10.2016

how to: Cruise the Galapagos Islands with Richard Dawkins with Richard Dawkins

- Visit the Galapagos Islands with evolutionary biologist Richard Dawkins
- Explore seven varied islands including Isabela and Fernandina with superb marine life
- Eight days sailing on the M/V Evolution, a spacious and elegant motor yacht
- The best ratio of guide to passengers in the Galapagos Islands of 1: 10

Join our exclusive Galapagos holiday travelling with Richard Dawkins, probably the best known evolutionary biologist in the world. Richard will escort all excursions during the cruise and will give lectures when on board.

Spend eight days on our private charter, the M/V Evolution, and visit islands such as Isabela, Fernandina, Bartolome, Espanola and Santa Cruz. There are few places on earth that can rival the wildlife of Galapagos, with an abundance of colourful creatures seemingly unafraid of humans. There will be many opportunities to get close to the islands' unique wildlife, either on foot, by kayak, by panga or when snorkelling. With three naturalist guides on board in addition to Richard Dawkins you can be assured of receiving personalised and insightful narrative on all the wildlife seen. Wildlife highlights include waved albatross, flightless cormorant, land and marine iguanas, two types of booby (blue-footed and Nazca), giant tortoises, Galapagos penguins, frigate birds and sea lions....

[Read more and book now](#)



FESTIVAL



22.04.2016

how to: Shakespeare 400 at the V&A: A One Day Festival.

with Alicia Stallings, Alice Oswald, Bridget Escolme, Harriet Walter, John Lanchester, John Pitcher

'O brave new world!' – The Tempest

Celebrate the 400th anniversary of Shakespeare's death with the stuff that dreams are made on. Hosted by the V&A and led by Shakespeare scholar John Pitcher (St John's College, Oxford), we invite you to a festival of art, poetry, music and on-stage discussions devoted to his final, and most magical play, The Tempest. It will be a day, in the words of Caliban, of 'sounds,' 'sweet airs' and 'a thousand twangling instruments', as represented in the V&A's collections.

Prospero's art – the imaginative world of wizards, spells and demigods banned by the Elizabethan church but alive in people's fears and fantasies – will be looked at alongside the physical realm of windmills, water power, and sailing ships. The poetry of the play, and the way it lives on stage and in film, will be discussed by poets Alice Oswald and Alicia Stallings, the novelist John Lanchester and the actress Harriet Walter. The many mental states The Tempest evokes and occupies – reverie, stupor, frenzy, vengefulness, and wonder – will be explored and experienced by you, the participants.

[Read more and book now](#)



BUSINESS



12.04.2016

how to: Overcome Negative Emotions, Embrace Change, and Thrive in Work and Life. A Masterclass in Psychology.

with Susan David

Harvard professor Susan David presents a revolutionary method for overcoming negative emotion, embracing change, and thriving in work and life.

Every day we speak around 16,000 words – but the voice in our head creates thousands more. Thoughts such as 'not spending enough time with my children' or 'I don't have the confidence to do this presentation' are taken as unshakable facts when in reality they are the judgemental opinions of our inner voice....

[Read more and book now](#)



13.04.2016

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

with Iris Bohnet

[Read more and book now](#)



27.04.2016

Repeated due to popular demand

how to: Rewire Your Brain To Make Better Decisions

with Cristina Escallón

[Read more and book now](#)



CULTURE



21.04.2016

how to: A History of England (In one hour)

with Simon Jenkins

Author of *A Short History of England*, Simon Jenkins joins the how to: Academy as the ideal guide through England's fascinating history. From mediaeval invaders to the creation of the welfare state, Simon Jenkins's lively narrative of English history takes in the battles, uprisings, rulers and significant events that have shaped England as we know it. This masterclass will reignite your interest in the country's past, and provide you with a rich understanding of England and its people.

For a more informed understanding of the politics, sensibilities and people of this extraordinary nation, you should not miss this chance to hear Simon Jenkins's *History of England in One Hour*.

[Read more and book now](#)





04.05.2016

how to: A Masterclass in Documentary Photography with Stuart Franklin

Stuart Franklin took one of the most powerful photographs of the twentieth century – the 'tank man' in Tiananmen Square, Beijing, 1989. On 4th May, he joins the how to: Academy to explore the history and future of documentary photography.

From his insightful position as a Magnum photographer, Franklin explores why we are driven to visually document our experiences and the world around us. Looking at photojournalism, war photography and work recording our culture, he identifies the impulses that have led to the creation of the most important images of the last century: curiosity, outrage, reform and ritual; the search for evidence, for beauty, for therapy; and the immortalization of memory....

[Read more and book now](#)





18.05.2016

how to: The Art of Eloquence & Oratory (The Gift of the Gab)
with David Crystal

We all know eloquence when we hear it. But what exactly is it? And how might we gain more of it for ourselves? Join David Crystal, world renowned expert on the history and usage of the English language, to learn about eloquence and how to master it.

In this talk David will probe the intricate workings of eloquence from everyday situations (wedding speeches, business presentations, storytelling) to the oratory of great public gatherings.

Looking at (and listening to) pitch, pace, prosody, jokes, appropriateness, and even how to wield a microphone, David Crystal will share his expert understanding of eloquence as he examines each of its facets, and explain the verbal manoeuvres that make masterful speakers such as Barack Obama so effective....

[Read more and book now](#)



PARENTING



10.05.2016

how to: Save your sanity, and control your child's digital life. (A guide for those trying to wean from the screen.)
with Noël Janis-Norton

Are screens a source of friction in your home? Do you worry about the amount of time your children spend on phones, tablets and watching TV? You're not alone. Join parenting expert Noël Janis-Norton and the how to: Academy to learn practical approaches to limiting your child's screen-time, and ensuring that they get the best from digital technology.

Using the latest scientific research to show just how addictive the digital world can be for the developing brain, Noël will explain calmer, easier, happier techniques to help you wean your children and teenagers away from their electronic devices....

[Read more and book now](#)



SCIENCE & MATHS



16.05.2016

how to: Take the Luck out of Gambling. (A Masterclass in making the Perfect Bet.)

with Adam Kucharski

Is there an algorithm to ensure success at poker? Can chaos theory give you the edge at the roulette table? Join mathematician Adam Kucharski at the how to: Academy to find out how science and mathematics are tipping the tables in gambling, and how the practice of betting has inspired dramatic changes in our understanding of probability, chance and human behaviour.

Gamblers have been trying to figure out how to game the system since our ancestors first made wagers over dice fashioned from knucklebones. Now, in the 21st century, professional gamblers are using cutting-edge techniques to tilt the odds further in their favour. At the roulette wheel, card table or racecourse, science is giving us the competitive edge over opponents, casinos and bookmakers. But is there such a thing as a perfect bet?

In this talk, Kucharski will look beyond probability and statistics to examine how wagers have inspired a plethora of new disciplines – spanning chaos theory, behavioural psychology, machine learning and game theory – which are not just revolutionising gambling, but changing our fundamental notions about chance, randomness and luck...

[Read more and book now](#)





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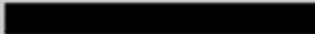
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