Since 2010, honest reflection, open mindedness, and innovation have been the cornerstone of Heatrick Muay Thai Performance. As we look to the future, our company has the opportunity to assume an even greater role in the worldwide Muay Thai community.

Advancing as the pioneer in applied scientific Muay Thai performance training, and with over 15 years of proven excellence, we are now powerfully positioned to inspire and educate our clients, and not only be the industry leader for years to come, but to be the catalyst that takes Muay Thai to the next level.

We inspire curious Thai boxers to discover how far they can REALLY go, by bridging the gap between Strength & Conditioning, Performance Science, and Muay Thai.
A LETTER FROM DON

Our Core Values

As the founder, I’m personally driven by four core values – Love, Growth, Contribution, and Adventure. My life, my business, and everyone in the HMTP team are 100% aligned with these values.

The rest of this document is organised into three parts – Confidence, Self-fulfilment, and High Performance – the business core values we live by every day as a team.

Confidence
Confidence encompasses a number of values that we deliver to, and expect from our teammates – such as trust, responsibility, clarity, and purpose.

We all fight for the same values and do everything we can to support each other in achieving our goals, both inside and outside of the company.

We have the confidence to sometimes take on more than we’ll be capable of. But we understand ‘failing upward’ is how we ultimately win, and win big.

Self-fulfilment
If we’re not growing, we’re dying. We believe Muay Thai is the ultimate self-development tool, allowing you to discover your true physical and psychological limits. We maintain this self-discovery and growth in everything we do.

We respect that every member of our team is unique, requiring their own personal strategy to become successful. We support our team members in achieving whatever is uniquely burning inside them.

When this passion is unlocked, motivation is sustainable, grit or heart is activated, and life is quite frankly awesome!

High Performance
We expect A-players on our team. But untapped potential is wasted ability. We prioritise core values and attitude over natural ability. We apply a structured, evidence based, data driven approach to problem solving within the company.

We have very high standards, but don’t stall progress with perfectionism. We accept ‘80% perfect’ is a great place to launch from, and we learn and adjust on the fly from there.

Being open minded, continuously learning, and taking deliberate action ensures constant progress. This is how we achieve high performance.

Before You Read On

This can be a lot to take in – it talks about our people, systems, culture and our growth. The first time you read this, don’t do anything, just let it begin to absorb and make sense to you. If it doesn’t feel right, this mission isn’t for you. I’m happy you already realise we’re not a good fit.

If you feel curious... The second time you read this, highlight a sentence or two that you can help with. The third time, find another one that hits home. Just like that, piece-by-piece, sentence-by-sentence.

As the next three years unfold, we’ll highlight sections we have accomplished, and by the end of 2024, the majority of this document should be completed.

- Don
Why HMTP Does What It Does

We passionately believe that Muay Thai is the most fun you can have legally! And we apply our Muay Thai passion in the service of others – our passion becomes our PURPOSE.

We believe that people inspired by Muay Thai to test their real limits, deserve confidence in every aspect of their training and their ability to meet every challenge, win or lose.

We believe in levelling the playing field, making world class training and resources available to everyone regardless of age, race, gender, or where they live in the world.

We believe in both respecting the traditional and embracing the new.

Although we respect all martial arts and combat sports, we believe that Muay Thai is the ultimate spectacle in striking arts, and that Thai boxers are the best strikers in the world.

And we believe the world’s best strikers deserve world-class strength and conditioning, athletic training, fight camp programming and expert support, in order to become the best striking athletes they can be too. Only then can they reach their true full potential, and showcase the ultimate in Muay Thai to the world.

“...we apply our Muay Thai passion in the service of others – our passion becomes our PURPOSE.”
THE FUTURE NOW: What HMTP Looks Like in 2024

The Heatrick Muay Thai Performance team is vibrant, uplifting and professional. Clients and employees alike can feel the energy and value in every piece of content, online course, and live interaction with our team.

A visit or overnight stay at our headquarters in rural Suffolk in the UK is an experience of expert service with a genuine smile, perfectly balancing the traditional, the contemporary, and the cutting edge state of the art – an exciting blend of the future that doesn’t forget its roots. The look is warm and fun, equal parts retro gym and human performance lab throughout our space.

Our team takes their service of others and development of their craft seriously, but certainly don’t take themselves too seriously. Our online team interactions are full of the same energy, caring, and unity. Worldwide collaboration is seamlessly managed with our team group tools, where valuable experiences and lessons learned are enthusiastically relayed to boost our collective growth, effectiveness and passion.

Relaxation is a valuable part of our culture – kicking back is when ideation flows and our team really kicks ass. Every year, the global team gets together in person to have fun and really catch up on everything that’s been going on in our lives, and hopefully catch some fights too!

We believe in the power of our team with an incessant quest for new ideas with practical applications. When we combine that with our commitment to engineer and deliver crazy awesome solutions – not only to solve our clients problems, but find a ton of opportunities for them too – we’re making a big name for ourselves as the premier company for Muay Thai performance education, self development, programme creation, and fight camp optimisation. We’re one step closer to our goal of having the number one selling Muay Thai book of all time and a top 50 selling martial arts book, along with the number one Muay Thai podcast.

When our vision is being met, we collaborate with all the big players in the Muay Thai industry, from Professor Tony Myers, The Muay Thai Guys, Lawrence Kenshin, Yokkao, Evolve MMA, to the One Championship. They’re always happy to work with us because our ethics and work quality always make them feel comfortable and look good!

We work with integrity, and we consistently exceed our clients’ expectations. We bring true professionalism to Muay Thai. At HMTP we maintain the highest standards, look after the smallest details, and will always go the extra mile. Our team takes the initiative to strategise and has built consistent time into their schedules to explore “what might be’.

Our financials are reviewed by the whole team quarterly, and the Heatrick Muay Thai Performance vision is part of every decision. If the project doesn’t tie to a goal then we simply say no.
Core Values: CONFIDENCE

“We’re not afraid to change our minds when new evidence points to a better, more effective way.”

For HMTP, confidence isn’t having all the answers, it’s understanding how to find the answers. We’re honest and confident enough to admit when we don’t know enough, and then go find out! Our team is a hive of knowledge and experience on tap, and we fully appreciate our collective understanding is continuously evolving too. We’re not afraid to change our minds when new evidence points to a better, more effective way.

We’re excited by new research, evidence based practice is our guiding light – but above all, practical application is our laser focus. If it makes better fighters, we’re in. If it doesn’t, we’ll explain why. We’re happy to bust the myths that perpetuate Muay Thai training, but are careful not to undermine those that publicly propagate ineffective methods – they aren’t as diligent as us, and it’s our job to positively balance this out for the Muay Thai community without any bad feeling.

We practice what we preach and are seen as role models. We genuinely care about what we do, and our team members become natural and confident if appearing on camera. Honesty and caring are the primary traits we communicate, appearing knowledgeable naturally flows from this place. Perfection isn’t our style, being human is!

We thrive on adventure and exploration – we’re known for trying new things and implementing new tools. We’re prepared to spend some ammunition to acquire the target rather than freeze for fear of wasting a shot! We take imperfect action over an inability to act at all.

We don’t assume. We listen to our clients and the Muay Thai community as a whole, so that we’re seen to be mind readers! Our online marketing efforts sharing podcasts, videos, and articles and content via email and social media are rich and valuable, honest and caring, celebrates our clients success, is highly automated, split tested, and continually optimised to ensure efficiency and effectiveness – just like every aspect of our business.

We love long-term client relationships. We INSPIRE clients into action rather than manipulate them.
Our team is our biggest asset. We know how to find, hire, and retain the BEST, and our team shows up everyday looking for a better solution – it’s why we are leading the field and our competitors can’t even come close to delivering our results.

We prize our energy and creativity, and deliberately trade on our value, not our time. **Our philosophy is to distill our knowledge and expertise into automated systems that deliver 24/7 worldwide.** This has afforded us the space needed to work on new things, explore passion projects, and to acknowledge and feed the fire within us. We love supporting our team with an online income while they train full time in Thailand.

Our team is invested in making our company successful, and they share our drive to take global Muay Thai to the next level. Our team is outstanding, they feel valued, and have crystal clear roles and goals. What we rely on most is GRIT... Our team is empowered to dream and try, to guess, and give new ideas a shot. The truth is, most of the time kill it, but sometimes we fall a little short – but we’re constantly improving.

Our whole team is supported to be intuitive, creative and really (really) determined in all they do. Collaboration is everywhere – from online meetings to live team chat – we thrive on the buzz that these connections create.

We are committed to employee development, and because **everyone is a teacher and everyone is a student,** it’s an incredible, trusting environment. We’ve created a culture where we can be vulnerable with each other and comfortably share our fears, insecurities, weaknesses, dreams, desires, and goals. We understand that nobody cares how much you know until they know how much you care.

We may work remotely most of the time, but we feel like a family of “A” players – people who are brilliant, ambitious, and accomplished are working with us. Trust and morale are at an all time high. We hear our teammates discussing ways to improve not only HMTP, but themselves too. We are a team of mentors that mentor each other. We’re excited when a new member joins our team. We love that they’ve brought their experience and perspective to the table, and are teaching us how to take our team to the next level.

Core Values: SELF-FULFILMENT

“We are a team of mentors that mentor each other.”
We’ve created and continually develop an online Muay Thai coaching platform unlike anything in existence, providing personalised progress and expert support. We value effectiveness and results over unnecessary gadgets, trends, and flat out myths.

We employ an evolving principle-based framework that allows discrete methods and practices to find their place within it. This way we see both the big picture and the fine detail without losing focus on either.

Our programs prevent Thai boxers from feeling overwhelmed. We take what can be confusing and complicated and communicate it simply, breaking it down into practical steps. We clearly communicate, producing knowledgeable clients with an understanding of the purpose behind every aspect of their performance training. This amplifies their results.

These services suit both the elite competitor – looking for the longest career possible and to exploit every marginal gain on offer… And the Muay Thai hobbyist – looking to get the most out of their passion in the limited time they have after family and work commitments. The efficiency demanded by a world champion, creates exceptional opportunities for accelerated development for everyone else.

We approach Muay Thai performance holistically – mind, body, and spirit – or mental, physical and emotional. By recognising the connectedness of all things, we create programs and systems that move people into new realms of performance.

As a result, our business revenue has doubled while maintaining a 20% net profit. By leading with value-based decisions, we are thriving financially. Financial abundance provides us with the resources to invest back into our business, team, clients, and the community.

“By recognising the connectedness of all things, we create programs and systems that move people into new realms of performance.”
PROMISE FOR THE FUTURE

Heatrick Muay Thai Performance is a force of nature in a rapidly changing market, and we’re KICKING ASS!

As our industry continues to evolve, we’ll stay at the front of the pack because we have continued to develop the systems, the services, and the understanding to deliver huge value to our clients, and positively impact global Muay Thai. We’re creating a legacy.

Every time we read this document, either privately or as a group, take a moment to identify how you can make this a reality. We have an incredible future to build, and we can do this together.

Join Us on Our Journey to 2024

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