

# Activate & Dominate

## Home Page

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Dr. Tom Nelson  
Sports Activation Specialist

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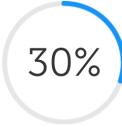
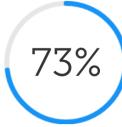
Teams that Activate, Dominate [SEE THE DATA](#)



**Activate and Dominate.** Self-activation is changing the sports world, one athlete at a time. Developed in Capetown, South Africa in the 1990s, the method has been shown to decrease injuries, improve focus and maximize peak physical performance – giving teams who practice it a winning edge.

Self Activation Technique (SAT) uses a combination of focused breathing and specific pressure points to release muscle tension and "reset" your body to its peak functioning state. Results are implement across entire teams without the individual hands-on attention of a coach or doctor.

When the body is activated and every muscle is playing its proper role, the results are incredible. Teams that activate, dominate.

 30% reduction in concussions	 73% reduction in fractures and surgeries	 52% overall injury reduction
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[HOW ACTIVATION WORKS](#)

**Get the Free Guide to SAT**

Learn how to implement self activation for your team or your self. Join our email list for the free download.

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### Meet Dr. Tom

Dr. Tom Nelson specializes in the use of [Self Activation Technique](#) in competitive sports contexts across the United States. As team doctor for the Nazareth Academy football team in LaGrange, Illinois, he helped implement Self Activation Technique over a 4-year period between 2012 and 2015. The team saw a 52% decrease in injuries during that time – and took home back to back state championships.

Dr. Nelson co-owns a family medical practice in Westchester, Illinois, where he teaches activation to his patients every day. Dr. Tom, also with his "Be Activated" medical partner [Dr. Eric Janota](#) have more experience using and teaching Self Activation Technique than any other practitioners in the United States.

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# How It Works

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## How Activation Works



How It Works

How It Feels

Team Activation

The Story of SAT

### How SAT changes athletic performance

You should be exploding. Movement in the human body happens from the inside out – starting with the core. But as stress and tension accumulate over time, key muscles can ‘switch off’ and stop doing their work. Your body will compensate, using stronger muscles to do the work of weak or non-functioning ones.



The result is loss of balance, imperfect movement and over-taxed muscles that can lead to injury. And because the nervous system is affected too, under-performing athletes show reduced reflexes and poor mental focus.

You can power through it. Or you can practice Self Activation Technique.

**SAT is built on two easy practices:**

1. **Intentional diaphragmatic breathing** stimulates the core and balances the nervous system, preparing body and mind for better performance.
2. **Stimulation of pressure points** re-activates core muscles like the glutes and psoas, returning the body to its ideal ‘inside-out’ sequence of movement.

By breathing correctly and rubbing key areas with their hands or with an [SAT Stick](#) before practice, athletes are improving performance and reducing in injuries. The changes are immediate. And the results are measurable.



01:00

HD

[HOW ACTIVATION FEELS](#)[GET THE GUIDE TO SAT](#)



“My wife and I noticed Daniel moving better during games after being activated in your office. His drives to the basket were much stronger and smoother than we had seen before in his whole career.”

– Jim Jablonski

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# The SAT Stick

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## The SAT Stick



**Easy as 1-2-3.** The SAT Stick was developed personally by Dr. Tom Nelson for use in Zone 1 activations, the foundation of Self Activation Technique. The Stick makes it easy for athletes to activate core muscles, ensuring that physical movement always happens in the proper order.



Download the Zone 1 Activation Instruction Sheet

[DOWNLOAD](#)

<b>Single Stick</b> <b>\$17.50</b> <a href="#">Buy now</a>	<b>5 Pack</b> <b>\$62.50</b> <a href="#">Buy now</a>	<b>10 Pack</b> <b>\$110</b> <a href="#">Buy now</a>	<b>15 Pack</b> <b>\$147.50</b> <a href="#">Buy now</a>
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Prices include shipping within the United States only. For orders of more than 20, please contact us for a quote.

Patent pending.



"Self Activation helped me recover from an ankle injury, drastically increasing its stability. It helped to clear my mind and improved my focus on the court. Following my activation sessions, I have found that my play quality has increased dramatically. I have experienced a much higher quality of life, both on and off the court, thanks to daily Self Activation."

— Seamus McGuinness

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