

How Brett Favre Can Return to Green Bay

10 Steps to Achieving The “Right Mindset”
to Help Him and The Pack Succeed

And How Vince Lombardi Provides the
Solution



A Special Edition Real Man's Guide™ to Communication
and Rebuilding Relationships

By Michael Davis

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Besides that, remember a percentage of the proceeds from this Special Brett Favre Edition Real Men's Guide, which outlines just how Brett Favre and the Green Bay Packers can reunite (and why I predict they will), are going to be donated by the author to either the Favre4Hope Foundation to benefit underprivileged children and uninsured and underinsured women battling breast cancer, or to a Children's Hospital in the NFL city of your choice to benefit kids battling for their very lives.

I even allow you, the reader, to decide which charitable cause you would like your purchase to benefit.

While I suppose there will be some people who will still choose to forward this on to their friends without paying for it, my hope is that most will choose to recognize that contributing to these worthy causes is a worthwhile thing to do.

A quick disclaimer:

Neither Michael Davis nor any of his business ventures (Real Men Guides, Making Money By Making Friends Home Based Recruiter Training Systems, or SourceOne Search Consultants, LLC) are in any way affiliated with the Green Bay Packers, the National Football League, or the Favre4Hope Foundation.

All opinions expressed are purely those of the author, and any donations to these foundations are made voluntarily by the author.

Thanks, and enjoy the read!

In September 2008, This Publication Was The Only One That Predicted:

1. Brett Favre would have some success in New York with the Jets, but the team would finish no better than 9-7, and the experience would not be a happy one for Brett or his family.

I even listed 6 reasons why, which you can read later.

2. Brett Favre would have the opportunity to return to Green Bay to suit up one more time, but both he and the Packers would need our help.

Of course, most people could not see how this could possibly happen at the time. Yet...

I was so sure of this that I even emailed this very guide to Brett's agent, Bus Cook, back in September 2008.

I show you the email later in the guide.

Who am I?

My name is Michael Davis, and I am a Green Bay Packers shareholder. I also have a unique profession. I get paid to help companies and organizations scout and find the best employees. Officially, I'm a recruiter, but many call us headhunters. In any event, it's very similar to being a sports agent. That experience allowed me to make these predictions even before Brett Favre took his first snap in a New York Jets uniform.

That experience also allows me the opportunity to explain exactly why Green Bay will once again want Brett Favre, and how they could once again have a successful working relationship. This is what I do.

In fact, you will see that many of the reasons I could make these predictions and provide the guidelines for Brett and the Packers to rebuild their relationship, come from lessons from the most famous coach in NFL history - none other than Vince Lombardi, himself.

A quick note: I do not have any type of personal relationship with the Favre's. I have no inside information, and all my predictions are a product of my own experience in the recruiting industry.

I have also left the *Special Brett Favre Edition of the Real Men's Guide* as it was written in the summer of 2008 in tact. In any section in which I made a prediction, I have added a "Postgame Analysis" section that looks back at how the predictions fared.

Why?

Because the lessons that these predictions teach us also provide the answers as to why Green Bay and Brett Favre will want to come together and have a successful working relationship again.

Read on and see for yourself. □

Breaking Down Game Film

Why Do Workplace Relationships Fall Apart?

What Happened in Green Bay with Brett Favre?



Before I even go into the reasons I believe Brett Favre could once again suit up as quarterback for the Packers, we have to take a look at how the relationship between Brett Favre and the Green Bay Packers fell apart in the first place. While I am not in Green Bay and do not have a personal relationship with either Brett Favre or any employees of the Green Bay Packers organization, being a recruiter for eight years allows a person to get a good handle on why relationships deteriorate in the workplace. After all, helping people find jobs and companies that best suit their talent and their circumstances is how I get paid.

Quite honestly, this one is pretty easy to diagnose. It's no different than the stories of thousands of other people I have heard.

Why do people become unhappy at their job? It always boils down to one or more of the same four reasons...

What We All Want From Our Work...Besides a Paycheck

When I first meet a new recruit looking for a better career opportunity, I always begin with the same question:

“Besides compensation, what do you hope to get out of your work?”

Invariably, I always get these responses:

- 1) The opportunity to put my skills and talents to use in a manner that makes me feel competent and confident;
- 2) The belief that the company will deliver on any promises they make, and be honest and forthright in their communication;
- 3) The opportunity for career growth, whether it's a ladder to climb, or simply continuing to develop new skills and take on new responsibilities; and
- 4) A sense of worth to the organization. This means not only feeling like the employee's hard work will be recognized and rewarded, but that he/she will also feel respected and that the company will be sincerely grateful for their efforts.

In eight years of being a recruiter, I suspect that I have interviewed at least 1000 people looking for new career opportunities. Nearly every one of them listed these four things as being their primary reason for going to work every day.

Why Do People Leave Companies or Disengage From Their Work?

When these things don't exist, people start looking for change.

And with just a little bit of looking into the dialogue that occurred in the media between the Packers and Brett Favre, anybody can see these same emotional reasons coming into play.

1) Too Little Feedback and/or Training

We all want to feel like we bring a sense of worth to the organization. We all want to be appreciated for what we do. Yet surprisingly, most “supplier” companies (that is, companies whose employees often want to leave) are not those that merely treat their employees like dirt, but ones that simply make them feel isolated and lacking direction. Whether it’s because performance evaluations are routinely late, or because the evaluations lack any real constructive feedback, or the employee never received any formal job description, or managers simply don’t know how to handle certain types of personalities and are afraid to confront them, all of these reasons add up to the same statement: “I never know if I’m doing a good job or not.”

You can see how this one came into play with Brett Favre. More than once we can recall Brett saying, “I’m not sure that they know how to approach Brett Favre.” I don’t think this was his ego talking. I think what he was saying was, “They may not feel comfortable approaching me simply because of the status I am perceived to hold.”

The culprit in these circumstances is almost always the same reason –
The managers and the employees don’t recognize or understand one another’s
Learning and Communication Styles.

There are 3 different learning and communication styles – which I’ll go over later – and successful organizations are the ones that learn to recognize which ones are dominant in their key employees. This allows communication to flow much more easily and not only helps to prevent disagreements, but also makes everyone feel heard and appreciated, even when times are difficult.

I promise I will not only outline the 3 different learning and communication styles later, but also give you my take on the styles of Brett Favre, Mike McCarthy, and Ted Thompson, and suggestions on how they could have bridged the gap. And why nobody other than Vince Lombardi himself gives us the perfect example.

For now, let’s finish the list of reasons people leave jobs, as they provide a lot of insight into what most likely happened in Green Bay...

2) Feeling Overworked and/or Under-Appreciated

Sometimes this is a natural outgrowth of a culture that lacks constructive feedback. More often, however, this reason comes up when employees feel the only feedback they get is negative. Again we can see this with Brett Favre. And actually, this is one in which Brett might have fumbled the ball more than the Packers, at least in the media, anyway.

I don’t think anyone would argue that Brett Favre’s situation in Green Bay was unique. Even though he may be a player, his influence as the face of the Green Bay Packers for so many years meant that his opinions and comments carried more impact than any other Packers player, maybe even more than any player on any team in any sport. I am not saying this with awe or reverence. I am simply stating a fact. It’s not hard to see that few had the opportunity to enjoy more prestige as a football player than Brett Favre did in Green Bay.

Remember, however, from up above that all employees want to feel like their contributions matter. And just like Brett Favre, Ted Thompson and Mike McCarthy are employees of the Green Bay Packers, too. When they hear Brett Favre only talk about what he feels they have done wrong and not what they have done right, it fosters an unhealthy relationship. Perhaps some of this was a retaliation of some sort for what Brett felt was undue criticism or a lack of positive feedback from the Packer coaches or General Manager Ted Thompson that we as outsiders don’t know about.

However, even if that is the case...

The Solution is Learning to Understand and Appreciate Each Other's Learning and Communication Styles.

When Brett Favre reported to Green Bay's 2008 training camp, Brett Favre and Mike McCarthy sat in a room and found themselves at an impasse. Brett wanted to know if the Packers were committed to him, and McCarthy wanted to know if Brett was committed to the Packers.

What was really happening is that both wanted to feel like their contributions mattered. A cynic might argue that it was a battle of egos, but the truth is that everyone wants to feel like their contributions matter. Just like any other employee of any other organization, both wanted to be respected and appreciated. Expressing this appreciation was problematic for both sides because they simply did not know how to bridge the gap between their different communication styles.

The Good News Is That These Skills are Easy to Teach, Learn, and Practice.

In fact, later I will also share with you some of the techniques other successful organizations have put to use to help their employees (including managers) feel appreciated, even putting it in a playbook format.

Let's finish the emotional reasons employees leave or mentally check out from their jobs first, though...'

3) Loss of Trust in the Management Team of the Organization

This is usually just the outgrowth of one of the first two reasons. Again, it all boils down to a lack of communication, a failure to understand one another's learning and communication styles, or a lack of appreciation. Again, all of which can be fixed.

4) They Don't Fit In With The Company Culture

This fourth reason has a little to do with why Brett left Green Bay, but I think it will have a lot to do with why he may find himself unhappy with the Jets, which I explain in the next chapter.

Summary

FUNDAMENTAL TRUTH #1:

No matter what, you have to remember that both managers and employees are human beings. And just like any other human being, both managers and their employees want the same things out of their jobs:

- 1) To feel competent and confident that their skills are being put to use.
- 2) The belief that both management and employees will follow through on the promises they make to one another.
- 3) To be recognized for their accomplishments.

FUNDAMENTAL TRUTH #2:

The companies that succeed in attracting and retaining their most talented employees are not the ones who never suffer disappointment, never fall upon hard times, or never ask their employees to work overtime.

The most successful organizations are those that have simply learned how to communicate and motivate their employees in a way that best suits their talents and makes them WANT to go the extra mile.

And believe it or not, the best person who ever embraced the philosophy of employing different communication techniques for people with different learning styles is none other than Vince Lombardi himself.

In fact, I'll give you specific techniques that come straight from Coach Lombardi that could help Brett Favre and the Green Bay Packers have a successful relationship again.

First, however, I promised I would tell you about the fourth emotional reason people leave companies, and why I think this would be the reason Brett Favre and the Jets learn that they are not a good match...

Why Brett Favre and the New York Jets May Not Be a Good Match

AUTHOR'S NOTE:

At this point this is really, really old news. We already know that Brett Favre and the Jets were not a good match.

So if you want to skip this chapter you can, but the chapter does provide some insight on why Green Bay could have something to offer Brett Favre again that no other NFL team can.

*Well things were spinnin' round me
And all my thoughts were cloudy
And I had begun to doubt all the things that were me
Been in so many places
You know I've run so many races
And looked into the empty faces of the people of the night
And something is just not right*

*'Cause I know that I gotta get out of here
I'm so alone
Don't you know that I gotta get out of here
'Cause New York's not my home*

*Though all the streets are crowded
There's somethin' strange about it
I lived there bout a year and I never once felt at home
I thought I'd make the big time
I learned a lot of lessons awful quick
And now I'm tellin' you
That they were not the nice kind
And it's been so long since I have felt fine*

*That's the reason that I gotta get out of here
I'm so alone
Don't you know that I gotta get out of here
'Cause New York's not my home*

- Jim Croce

Why Brett Favre and the New York Jets May Not Be a Good Match

There is no such thing as one personality being right and another one wrong. There is no such thing as one way of doing things being “right” and another way of doing things “wrong.”

There are simply people whose characteristics are well suited to certain tasks and whose personalities are better suited to certain communication techniques, and other people who are better suited for different tasks and who respond better to different communication techniques. That’s it.

As a recruiter, I talk to people each and every day who might be working in a position that best suits their talents, but who might not be working in an environment that allows them to be at their best.

Earlier I said that there were 4 emotional reasons people leave their jobs or emotionally disengage from their work. But up to this point, I have only listed three:

- 1) They don’t feel like they get the proper feedback or coaching;
- 2) They feel undervalued or unrecognized for their achievements and contributions;

or

- 3) They lose trust in management’s ability or in the messages that management is communicating (or not communicating).

As we covered before, it appears all of these factors came into play in Brett Favre’s departure from Green Bay.

But it’s this fourth reason that people leave positions that I can’t help but feel like Brett may realize New York is not the right place for him.

4) People leave jobs when they don’t fit in with the company culture

Quite simply, I don’t think New York is a good cultural fit for Brett and Deanna Favre.

I’m not saying New York is a bad place. I just don’t think the Favre’s will be as comfortable there as they were in Green Bay.

Here are 6 reasons why:

1. Some people thrive on conflict. Others prefer a more supportive environment. Once again, neither is right or wrong. They just are. This is what Vince Lombardi understood the best and why he was so successful as a head coach.

For better or worse, Brett Favre plays best when he is liked.

He needs to be challenged, for sure, but he best meets those challenges when he knows the people support him whether he succeeds or whether he fails.

In her book, *Don't Bet Against Me*, even Deanna states, "I adore my husband. Thousands of Packer fans do, too, but I know him better than anyone else does. He is one of the most wonderful people – a guy who avoids conflict whenever possible and wants everyone to be happy."

New York is known for a lot of great things. Compassion, patience, and understanding, however, are not among them. Even in the 2008 preseason, the expectations have already been made clear. When Mayor Michael Bloomberg welcomed Favre to New York, he merely handed him an empty key chain. His explanation? You get the key when you bring us a Super Bowl.

The press in New York has been rather polite up to this point, too, but New York is the most competitive media environment in the world. It is a foregone conclusion that they will eventually turn up the heat. After the Jets rather uninspiring win over the Giants in their third preseason game, a game in which Favre's went 9-12 for 96 yards – solid but not spectacular – one reporter told Favre, "We're not in Green Bay anymore, Toto."

2. The Favre's place a high value on their privacy.

The Favre's like to spend their time away from crowds. They are not "see and be seen" type of people. Let's face it, the Favre's could spend their vacations anywhere. Money is not an issue when you make \$12 million a year, and any hotel or restaurant would ensure that they would have a room available for them anytime they wanted. Yet they prefer to stay at their home in Hattiesburg. In *Sports Illustrated's* article about Brett as the magazine's 2007 Sportsman of the Year, Alan Shipnuck compared Brett to Jay Gatsby, a celebrity who preferred quiet moments alone after performing in front of 70,000 fans for three hours rather than showing up at his own victory party at the restaurant bearing his name. And Deanna has repeatedly stated that she prefers her free time to be spent with her friends and family rather than in the spotlight.

The Jets can say all they want about their new practice facility being out in the New Jersey suburbs, but the fact of the matter is that when you play for a New York sports team, the fish bowl becomes a lot more intense. Green Bay may be a fish bowl in that there is nothing other than the Packers to make news, but New York is the most competitive media environment in the country, and the type of journalism employed in New York is not like the type of journalism employed in Wisconsin. The type of journalism employed in New York is not like ANYWHERE else. Just ask Alex Rodriguez.

3. New York is not about lawn mowers or Wrangler jeans.

One of the selling points the Jets offered to the Favre's were the marketing endorsement opportunities playing in the media capital of the world.

But the truth is that Brett Favre has been among the biggest NFL stars for years. If the Favre's were all about cashing in the endorsement dollars, they could have been doing so for a long time now.

In fact, you might remember that in 1996 and 1997 Brett did a couple commercials for video games, as well as that cameo appearance in the movie *There's Something About Mary*. You didn't have to be Roger Ebert to see that Brett was not comfortable doing those spots. Deion Sanders once labeled Brett with the perfect nickname: "Country Time." And it is true. That's why Brett quit promoting things he was not comfortable with. He obviously made the commitment a long time ago to only advertise those products he would actually use himself. Even in his commercials he says this – "I'm comfortable in Wrangler."

But the truth is that New York is not about lawn mowers and Wrangler jeans.

At first, you might say, “Why does this matter?” But you need to remember that the NFL is big business. You should also remember that the Jets have long been considered the “junior varsity” team in New York. Heck, they even suffer the indignity of playing in a stadium named for its cross-town rival, who by the way, just happen to be the defending Super Bowl Champions. For a team that is trying to sell Personal Seat Licenses for its new stadium and develop the same level of respect held by the Giants, they are going to want to use Favre to drum up publicity and interest, on the field and off.

As I write this it is only the 2008 preseason, but already this issue is coming to light. When asked about celebrity endorsements, Brett has stated that he is there to play football and focus solely on that. Since he has to learn a new playbook and develop chemistry with teammates, he is excused for the time being. But I can't help but wonder how Favre will feel when he is later asked to be the spokesperson for a product he would never dream of using simply because Jets' management thinks it will boost the team's image and help sell PSL's. He may do it, but he probably won't like it.

4. The Jets are not a Super Bowl contender.

On the field is where Brett Favre prefers to make an impact. But football is a team sport. Asking one person to turn a 4-12 team into a Super Bowl-caliber team is probably unrealistic. Chad Pennington may not be Brett Favre, but as quarterbacks go it's not like he is a complete slouch. He was good enough to start for years and helped lead the Jets to winning records in 2002, 2004, and 2006.

Is Brett Favre an upgrade over Chad Pennington? Most definitely. Is he enough of an upgrade to take a 4-12 team into a deep playoff run and contend for the Super Bowl? I don't think so. I don't think anybody can pull that off. Remember the Packers with Brett Favre at the helm went from 4-12 in 2005 to 8-8 in 2006. Perhaps Favre could help author a similar turnaround with the Jets. I personally think 9-7 is about all we can expect from the Jets in 2008.

But again, will that be enough to satisfy the Jets management and their fans, who are hungry to sell PSL's and establish an identity out from under the shadow of the Super Bowl Champion Giants? New York is the biggest stage in the world to be sure, but New Yorkers have a lot more options on how to spend their entertainment dollars, too.

All of this only turns up the pressure on Favre.

5. Brett is more prone to mistakes when he tries to carry the team by himself.

In 2005, when Green Bay was going 4-12, Brett had one of his worst seasons ever. As Packers fans, we all forgave him, because we knew that he was just trying to do everything he could to win. Since the Packers are the biggest thing in Green Bay and the team is owned by the fans, Packer fans are more forgiving and patient than they are in other cities.

However, I cannot help but feel that at some point Brett, in an effort to convince New Yorkers or himself that this was a move worth doing, might start trying to take on too much of a role to win games. A bad game or two – or even just a couple costly interceptions – and the press will have even more ammunition to take shots at the Jets and Favre. Fans and the press will start to publicly wonder aloud if Favre really wanted to be in New York in the first place, since he made it clear he really either wanted to go to Minnesota or to stay in Green Bay. They will question his motivations in even coming back to play at all. All of this would only naturally cause Brett to press even more,

and thus, the whole thing could snowball.

Besides, there may actually be a lot of truth to those statements. Because...

6. Brett wanted not just to continue playing football, but to get one more shot at playing in another Super Bowl.

Ultimately this is the issue that brought the communication breakdowns and the lack of understanding to light between Favre and the Packers to begin with.

Both parties made big mistakes, no question.

But in his heart, I don't think Brett ever wanted to leave Green Bay.

When he was asked if he was ready to play on the big stage of New York, Brett responded that Green Bay may be a small town, but was there really any team that was bigger? And he was right. There are only a select few teams in any sport that enjoy such a devout following throughout the nation and the world. While the Jets may play in one of the world's biggest cities, they are not one of those teams. In fact, during his very first preseason game under center for the Jets, a game that you thought would surely bring out the crowds, you could clearly make out several empty seats at Giants Stadium. Again, New Yorkers have many more choices on how to spend their entertainment dollar. Green Bay, on the other hand, sells out a Family Night Preseason Scrimmage.

Second, even if Brett manages to lead the Jets to an 8-8 record, it's not just a question of whether that is good enough to satisfy New Yorkers. You also have to ask, "Is that good enough for Favre?" The Jets are not good enough to consistently win close games against better teams. And losing will not sit well with Brett at this stage of his career.

Third, call it ego if you want, but the fact of the matter is that Brett Favre had a lot to do with putting Green Bay back among those elite teams, too. Aaron Rodgers has looked good, and I'm taking nothing away from him. But the fact is the only two people who may have had more to do with shaping the national image of the Packers besides Brett Favre are Curly Lambeau and Vince Lombardi. It would only be natural for Brett to want to be mentioned in the same breath as those men. Who wouldn't want that honor?

It is only going to be natural for Brett to be watching to see how the Packers perform without him, too. Even if some people tell him that he shouldn't, he is too interwoven into the Packer family to simply turn a blind eye. It would be like asking him not to care about his daughter's boyfriends or Deanna's health.

Finally, let's also be honest about one other thing. We mentioned earlier that the Favre's, especially Deanna Favre, are small-town folks who like to play softball and golf and work outside and spend their free-time enjoying the company of their family. They are unpretentious, unassuming, and very loyal. Deanna calls herself a shy, "small-town girl!" in her book. Part of the reason Favre was so successful is because he got to play in an environment that shares similar values.

That type of environment – one which allowed the Favre's to go to the movies without being heckled or criticized, which allowed Deanna the freedom to stay out of the spotlight, and which allowed them to simply be themselves - are where the Favre's are happiest.

The bottom line:

Brett Favre was...

And still is...

SUPPOSED *to play in an atmosphere like Green Bay.*

POST GAME ANALYSIS: Looking Back at 2008-17

The Jets finished 9-7. Brett Favre was only there one year. Brett made his point that he could still play, and still lift whatever team he plays for to a higher level, whether it was the New York Jets or, to the chagrin of Packer fans everywhere, the Minnesota Vikings.

But Rather Than Dwelling On The Past, I Would Prefer To Look Forward,

Because I Have One More Prediction To Make...

One That Could Make the Favre's and Everyone Else Happy...

The Crowning Moment of Brett Favre's Career Could Still Be Yet to Come...

IF...

Brett Favre, Ted Thompson, and the Packers Coaching Staff are Willing to Learn How to Communicate...

And Learn a New Trick or Two.

Why Green Bay Will Need Brett Favre Back



Why the Packers Will Not Sign Any Veteran Quarterbacks After Brett Favre's Departure

The Packers are taking a major gamble in 2008 by going into the season with a starting quarterback who had never started a game and two rookies as backups.

It all boils down to 3 big questions:

- 1) Will Aaron Rodgers stay healthy?
- 2) Will he play well?
- 3) Even if he does play well, is Rodgers ready to lead a team that was within a whisker of a Super Bowl berth in 2007?

However, despite these concerns, you can bet that Thompson will not sign any more veteran quarterbacks.

There are 2 reasons:

1. Going into a season with 2 unseasoned quarterbacks as backups makes a strong statement that Thompson feels like Rodgers is ready.
2. Given the hoopla that Rodgers had to endure during the 2008 offseason, Thompson will prefer Rodgers have an uneventful training camp with no real distractions. Even if there was a veteran quarterback worth signing, I doubt Thompson would sign one who could offer a legitimate challenge to Rodgers for the starting quarterback position.

This will put the Packers in a very precarious position, and is a big part of the reason Brett Favre will have the opportunity to return to Green Bay.

TRUST ME, IT'S JUST A MATTER OF TIME.

POST GAME ANALYSIS: Looking Back at 2008-17

It's easy to answer these questions now. Rodgers did get hurt in 2008, but fought through it. Additionally, while he plays a different style of football, he has proven that he has the skills and the leadership capabilities worthy of an MVP and a Super Bowl Champion himself.

THERE ARE 2 REASONS THAT BRETT FAVRE COULD
RETURN TO GREEN BAY:

- 1) Should Aaron Rodgers falter as a starter in any way, Green Bay has left themselves with no viable backup at quarterback. And while I would never wish ill-will on anyone, injuries are a fact of life in the game of football.
- 2) If Rodgers is sidelined, regardless of whether they sign or draft another veteran quarterback after Favre is gone, Green Bay will quickly realize that the only quarterback other than Aaron Rodgers who knows the offense well enough to give the team a legitimate playoff hope is Brett Favre.

When the Packers come to realize this is anybody's guess. It may take an entire season for all this to transpire.

REGARDLESS OF WHEN IT WILL HAPPEN, OR WHETHER IT IS FOR
PERFORMANCE OR DUE TO INJURY, AT SOME POINT, THE PACKERS WILL
BE FORCED TO EXPLORE THE POSSIBILITY OF REACHING OUT TO
BRETT FAVRE. YOU

CAN BET ON IT.

Don't believe me?

*Well, that's your right. I have met a lot of skepticism since I first
published this. And that's fine.*

*But to steal a line from Brett and Deanna, I wouldn't bet against me.
I have been doing this too long.*

*That's why I even sent this guide to Brett's agent, Bus Cook, back in
September 2008, and to Packers President Mark Murphy in both
2013 and 2017 when Aaron Rodgers was lost to injury.*

See the next few pages.

From: Michael Davis <michael@realmenguides.com>
To: Bus <bus@b-c-sports.com>
Sent: Tuesday, September 2, 2008 7:30:57 AM
Subject: Re: Deanna Favre

Hi Bus,

Thanks for getting back to me.

On a completely different note, you are probably going to think this is a little unusual, but our jobs are very similar, and attached is something I think will come in handy for you, Brett, and Deanna at some point this season or the following off-season. I don't know exactly when, but you will know when the time comes for it to be put to use. It's just my intuition that at some point Brett and the Packers will want to repair their relationship, and as his agent, I thought this might help you.

Best wishes,

Michael Davis
Executive Recruiting Manager

----- Original Message -----

From: Bus <bus@b-c-sports.com>
To: michael.davis71@yahoo.com
Sent: Thursday, August 14, 2008 9:44:36 AM
Subject: Deanna Favre

Michael: I forwarded your request to Deanna and at this time she does not have the time to do anything regarding your request, however, once things settle down a bit perhaps we can revisit your request.

Thanks,

Bus

Author's Note: You may have noticed at www.RealMenGuides.com, we also publish a guide to help men and women better understand each other called, "Score More Touchdowns...In and Out of the Bedroom, How Football Can Unlock the Secrets to More Successful Relationships." In August 2008, I decided I would write a specific guide for each team, and naturally I thought Deanna might enjoy reading the Green Bay version of "Score More Touchdowns", adding any advice gained through her experiences with Brett.

For obvious reasons, the Favre's had a lot on their plate at that time with moving to New York and all, but since the reply email from Mr. Cook erased my original email regarding my request for Deanna's input on "Score More Touchdowns," I felt you would appreciate an explanation regarding his email to me.

From: Michael Davis <michael@realmenguides.com>
To: Bus Cook <bus@b-c-sports.com>; Fourward Foundation <bfff@aol.com>
Sent: Mon, January 25, 2010 3:27:23 PM
Subject: A Word of Encouragement - Please Pass on to Brett and Deanna

Hi Mr. Cook,

I wanted to take a moment to send Brett and Deanna a word of encouragement today. I have written to you before, although I'm not sure you remember it. What I do for a living is very similar to what you do, and I am sure Brett is feeling a lot of emotions today after yesterday's loss in New Orleans. He will no doubt need some time to ponder his future, and I thought the attached file might provide a little comfort.

The last time I wrote to you, I had said that the only way Brett would have a chance at winning another Super Bowl would be by playing for Green Bay... I didn't see it then, but of course, Brett had to go to Minnesota first. It was the way it had to be.

I know that Ted Thompson and Mike McCarthy don't understand the way Brett thinks, and I know that none of the three men really had enough appreciation for what each of them brought to the table. Thompson and McCarthy did not have enough appreciation for the energy, enthusiasm, and leadership Brett brought to the team. Brett did not have enough appreciation for the caliber of talent Thompson had assembled. What Brett, Ted, and Mike struggled to teach one another as teammates, they instead learned for themselves as opponents.

The good thing is that learning how to calibrate everyone to take advantage of their strengths is a skill that can be taught. And as a result of past couple of seasons, I suspect that when the time comes, all three men will be more receptive to learning.

At some point, Green Bay will be forced to explore the option of bringing Brett Favre back. I can't tell you exactly how I know this, I just do. I know it the same way Brett knew he would win the Super Bowl while he sat in the Menninger Clinic in Topeka. I have known it since I first emailed you in September 2008, before Brett even played his first game with the Jets. Call it recruiter's intuition, if you want, but it's not hard to see why.

While I would never wish ill-will on Aaron Rodgers or anyone else, injuries are a fact of life in the game of football. McCarthy also likes long developing plays, which makes his quarterback more susceptible to hits. They also do not have a backup quarterback with enough experience to give the team legitimate playoff hope, either. Even if Thompson were to sign a veteran quarterback, there are no free agents available who know the offense as well as Favre.

If Green Bay were to find themselves in a position in which they needed Brett, I suppose there will be some part of him that feels like saying, "Tough. Let them go down in flames and get fired." And to a certain extent, it would certainly be understandable for him to feel that way.

But at the same time, I hope Brett remembers that there have been a lot of people who have forgiven him and helped him to grow over the years, most notably his wife. And when the time comes, he recognizes it as his opportunity to forgive others and help others to grow, too.

It may not be easy for him, but I'll tell you this much...

A Brett Favre, eager to redeem himself for one last errant pass, stronger due to his experience, playing in an environment that appreciates what he and everyone else brings to the table, in a small-town environment that shares his family values and wants him to retire as a legend?

I wouldn't bet against him. :-)

Please take a moment to pass this on to Brett and Deanna, and tell them both to keep their chins up. Their time is coming.

Best wishes,

Michael Davis
SourceOne Search Consultants, LLC
www.MakingMoneyByMakingFriends.com
www.RealMenGuides.com

SENT VIA CERTIFIED MAIL ON NOVEMBER 7, 2013, WHEN AARON WENT DOWN WITH A BROKEN COLLARBONE:

Dear Mr. Thompson and Mr. Murphy,

Like all of my fellow shareholders and avid fans of the Green Bay Packers, I always want to see the Packers perform at their best. Given my career as a professional recruiter, I also thought I might uniquely qualified to help regarding the most critical issue facing the team right now, namely, no backup quarterback with enough experience running the West Coast Offense to give the team a legitimate chance at another Super Bowl.

Fortunately, there is an available solution.

I know of a quarterback who has nearly 20 years experience running the West Coast Offense. A master of the short passing game, he has helped guide his team to more victories than any other quarterback without ever having played with a single Hall of Fame running back or receiver.

In 2007, he helped lead his team to victory seven times when they rushed for less than 100 yards, and in 1995 he won an MVP award with a team who averaged less than 90 yards rushing per game for an entire season.

He also has 42 career come from behind victories, and I think deep down he yearns to redeem himself for one errant pass in his previous NFC Championship Game and retire as a champion.

I think he could make a phenomenal back-up quarterback for you.

I realize that signing this particular quarterback could present some challenges for you, so I have attached a game plan for you. I have sent the same guideline to both the quarterback and his agent, also.

All you have to do is follow the steps.

It may not be easy, but if you do it right, I promise you it can be done. If necessary, I would even be willing to come to Green Bay and help you.

If everyone works together, there is no reason Green Bay can't bring the Lombardi Trophy home once again.

Sincerely,

Michael Davis
Professional Recruiter
Author of the Special Brett Favre Edition Real Men's Guide to Communication
Green Bay Packers Shareholder

Author's Note: When Aaron Rodgers was lost to injuries, I traded several voice mails with Packers President Mark Murphy before finally sending him my recruiting plan for Brett Favre via certified mail. After sending it to both Mark Murphy and Ted Thompson, I left numerous voice mails for both men, none of which were returned.

When Aaron was lost to injury again in 2017, I again left numerous voice mails for both Mark Murphy and Ted Thompson, none of which were returned, either.

So how would this work?

Well, at the time I write this, it's going to take some time. But time is exactly what is needed right now.

Time for Green Bay to realize that while Brett Favre might perplex them at times, his energy raises the level of play of everyone around him like no other player.

Time for Brett to realize that as much as he might get sick and tired of the routine, emotion and guts without some discipline is like electric current without a wire. It, too, results in an underachieving football performance.

The problem, however, is that even when the time comes when the Packers and Brett Favre realize that they might offer one another a solution, they will not know where to begin. They will not know how to approach one another.

There will be a stalemate.

That's where this guide comes in.

As a recruiter, this is what I do.

BUT I WILL NEED YOUR HELP!

Want to help Brett Favre and the Pack ALL achieve
“The Right Mindset” and bring home another
Super Bowl?

The same guide I sent to both Mark Murphy, Ted Thompson, and Brett Favre explaining step-by-step not only how Brett and the Packers can repair their relationship...

But also what Packer fans can do to help...

is available

at

www.bringbretthome.com

Purchase the full copy of the Special Brett Favre Edition Real Men's Guide to More Successful Relationships, and you also assist underprivileged and disadvantaged children, or uninsured and under-insured women battling breast cancer!

Yes, as an added incentive for Brett, I will donate a percentage of your purchase to the Favre4Hope Foundation, or, if you prefer, to a Children's Hospital in the NFL city of your choice.

You even get to choose which charitable cause you would like your purchase to benefit!

HELP ME HELP BRING BRETT FAVRE BACK TO GREEN BAY...

And at the same time, you help disadvantaged and underprivileged youth,

Uninsured and under-insured women battling breast cancer,

Or kids battling for their lives in Children's Hospitals all over America.

Visit

www.bringbretthome.com