

That's Good HR

Standing Out in a Crowded Field

By Rebecca Patrick



A desire to retain employees has led “us to be innovative and pay attention to what other people are doing for their internal staff,” says partner Greta Cline (center front), seen here celebrating with the group on her selection as a 2017 *Indianapolis Business Journal* CFO of the Year honoree.

“What we do every day can be challenging emotionally. You get told ‘no’ more than ‘yes.’ So, we try to bring up the day a little bit,” explains Mary Springer, partner and owner of That’s Good HR.

Morale is top of mind at this all-female office specializing in temporary staffing on the north side of Indianapolis.

Several themes emerge from talking with the team:

- The owners are ethical, trustworthy and fair
- The culture is open and approachable
- Associates are given the freedom to make decisions

Susie McKenna, director of marketing and communications, joined in June 2017.

“What I was looking for was a company that respected its employees, one that treated their employees well and would offer me flexibility to kind of maximize my family and work times. And I definitely found that here; it’s been amazing.”

The last 30 years

That’s Good HR was founded in 1988 by three partners who were with a national firm and wanted to go out on their own. The company originally was in the executive search space. Then Springer came on board in 2000 to start the temporary staffing division, which has been the concentration ever since.

Partner Greta Cline is also the CFO and COO. She started in 2004 as the “organization needed systems and legs” under what Springer had built. In 2015, Cline also became an owner.

Both women cite the 2008 recession as the turning point for where the company is today.

“For the first time in staffing history, all the temporary staff was let go before the corporate staff,” Cline recalls. “It was scary low how many (people) we had out (on jobs). We had to let people go. We are a lot smaller now – at 15 – than we were then. We probably had close to 30 people at that time.

“We learned you can do more with less and run a little leaner. ... It shook us.”

Adds Springer, “You do tend to think you are somewhat invincible. From that moment on, I’m much more in the moment with my employees in knowing things can change really quickly. Every person is

extremely important. Everything we do every day is very important because it can be taken away, and that’s how we’ve continued to operate. We don’t take anything for granted.”

As recently as April 2017, there was another majority owner in the mix.

“Now that it’s just Mary and I, while it’s kind of the same, we are also a little bit freer to do things without permission. We can do the things we always wanted to so to speak and make it more of what we envisioned it to be. So, it’s kind of evolving even now,” Cline offers.

Making a statement

In the ultra-competitive staffing industry, Cline believes it’s the tenured staff that sets the firm apart.

“When our clients are dealing with our competitors, they are always telling us that they speak to new people and always have to re-educate. With us, they pretty much always deal with the same person here. ... They are not reinventing the wheel every time. We put a lot of emphasis on keeping people and we care; we want them to stay.”

Ten of the 15 employees have been with the firm for five-plus years and four of those at least a decade.

Springer says the company’s overall flexibility has paid off as well.

“We look at every single client on an individual basis, what that potential is and what kind of partnership we can have instead of looking at what our pricing is and you either like it or go elsewhere.”

That attitude also extends in-house.

“I’ve become much more flexible in my old age,” she teases. “I don’t want (my employees) to feel challenged with how they are going to get their personal life squared away. There’s a healthy balance between coming to work and taking care of kids and family. When things arise, we are understandable – take care of your stuff.”

Tiffany Moore, VP of client partnerships, stresses: “Mary has said many times that this isn’t about growing this into the biggest staffing firm in Indianapolis. Her goal is to provide a great place for people to come to work every day and make a living. It’s not just about let’s make more money, let’s drive those numbers. That’s never come out of her mouth in (the) 10 years (I’ve been here).”



Community service decisions are made based on what’s important to the employees; involvement with Food Rescue and sponsoring a family for the holidays are two examples.

Having fun and each other’s back

Kate Stephens, staffing specialist, is on her second stint at That’s Good HR. Her husband’s career opportunities took them to another state, but she couldn’t wait to return.

“Mary welcomed me back with open arms. . . . We all love each other and appreciate each other for who we are

individually,” she shares.

“I feel like at That’s Good HR I can totally be myself and it fits well with the team.”

She’s far from alone in mentioning the camaraderie.

“We’ve worked together a long time. There’s nothing we won’t talk about with each other; nothing’s off limits. There’s a real

genuineness with each other,” Moore states.

She especially loves the rewards that acknowledge a job well done.

Those have included off-site spa days, time at Springer’s lake house and an overnight trip with their spouses to a Cincinnati Reds game with a night on the town.

In-house perks are also a tradition. It could be surprise lunches. A custom smoothie and barista bar. A personal trainer led group workouts outside.

Cline laughs, “Everybody on this side of the building got to see us. We didn’t think about how visual it would be!”

But the talk always returns to the more meaningful things.

Stephens was in a car accident in September while driving for work.

“Not that I ever questioned my appreciation for the company, but everyone was incredible. That made this feel even more like a family. They were so supportive of my time off – bringing meals, sending messages. It really brought me a lot of peace during that time.”

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