



*Matthew Short photography*  
© Stobhan Doran  
[www.siobhandoran.com](http://www.siobhandoran.com)







▶▶▶▶within architectural practices – whereas here they could be pitching a 10–12,000 sq ft job almost immediately, meeting the clients and opening up a number of new avenues. I don't think anyone's come to this company from architecture and regretted it.'

Modus continues to grow and to flourish under the forward-thinking approach of Matthew and his fellow Directors. Once again the Group appears in the The Sunday Times Profit Track 100 list of fastest growing companies – sitting above, amongst others, Aston Martin. So, what is it, other than the aforementioned design integrity that sets the Group apart? 'We've got long-term stability here – other companies' people come and go, whereas we have a surprisingly high number of people who have been with us for 10 years or more.'



Matthew tells us. 'The company's grown from quite tight beginnings and people have then come in to help us continue to grow organically.'

'We've not taken companies over, or bought a small team and simply bolted it on. People have great opportunities here to move sideways into new areas of work and can also move up the ladder. There are no real boundaries to what people can do here. That encourages a team approach to everything we do, and therefore our teams do care about the work they're producing. They genuinely want the job to turn out well.'

We ask Matthew about his day-to-day schedules and work patterns. 'I still go to pitches on key accounts, I still run jobs, so I'll walk sites with clients, go to contracts meetings, have meetings with potential clients, sales meetings, design meetings. I like to get involved in the whole thing still – as well as the overall management of the Workspace Division, of course.'

Matthew tells us he has three major client meetings coming up in what is now just about half a week. Depressed market? Who's depressed?

We continue to chat about the future and the many possibilities that lie ahead for the Group, including impending expansion here at Greencoat House (for the imminent influx of new staff), new markets – both in the UK and abroad, thanks largely to new project work with existing Modus clients, and even Matthew's love of that enigmatic Manc stalwart Mark E Smith and his band The Fall.

And so it's time for the dubious Fall pun: it's great to see that, despite the continued success of the Group, Matthew continues to keep his feet on the ground. No-one can accuse him of being the man whose head expanded! Look it up, it's a fine record ●