



QUALIANCE

Trusted Partner since 2010

XV Years

Becoming an **Independent Consultant** –
and Stepping into the **Fourth Dimension**

Jean-Marc Ferran

PHUSE EU Connect 2025

Agenda

Becoming an Independent Consultant –
and Stepping into the Fourth Dimension

- **My Journey to Self-Employment**
 - The good, the bad and the ugly...
- **Learning New Roles** and Developing New Services
- **The Four Dimensions** of Entrepreneurship
 - And the win-win mindset...
- **Developing more Businesses**
and Expanding one's Footprint



Journey to be Independent

2001 - 2010

2001-2002: Exchange Student



2002-2003: Biometrician



2004-2008: Statistician



2008-2009: Associate Director – Statistical Programming



2010 - Present: Consultant & Owner, Qualiance



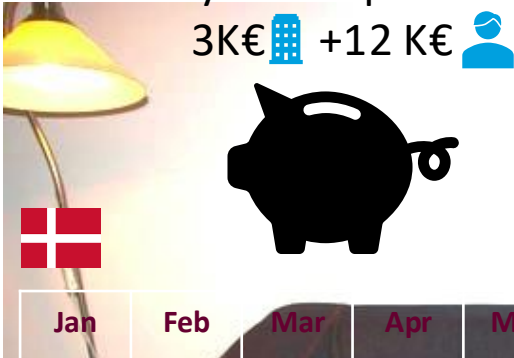
Back to 2009...

And how I financially planned 2010...

Deadline for
First Full Salary
*before calling
it a day*

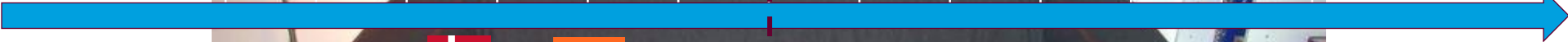
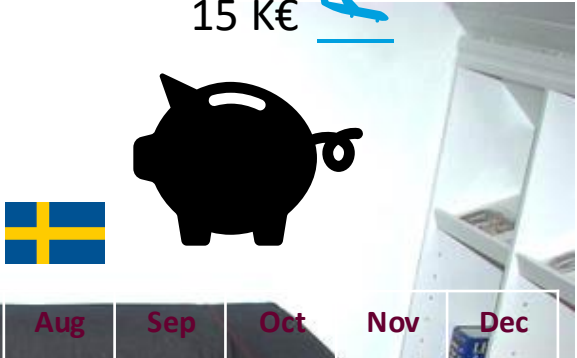
“My Start-up Pack”

3K€ 🏢 +12 K€ 👤



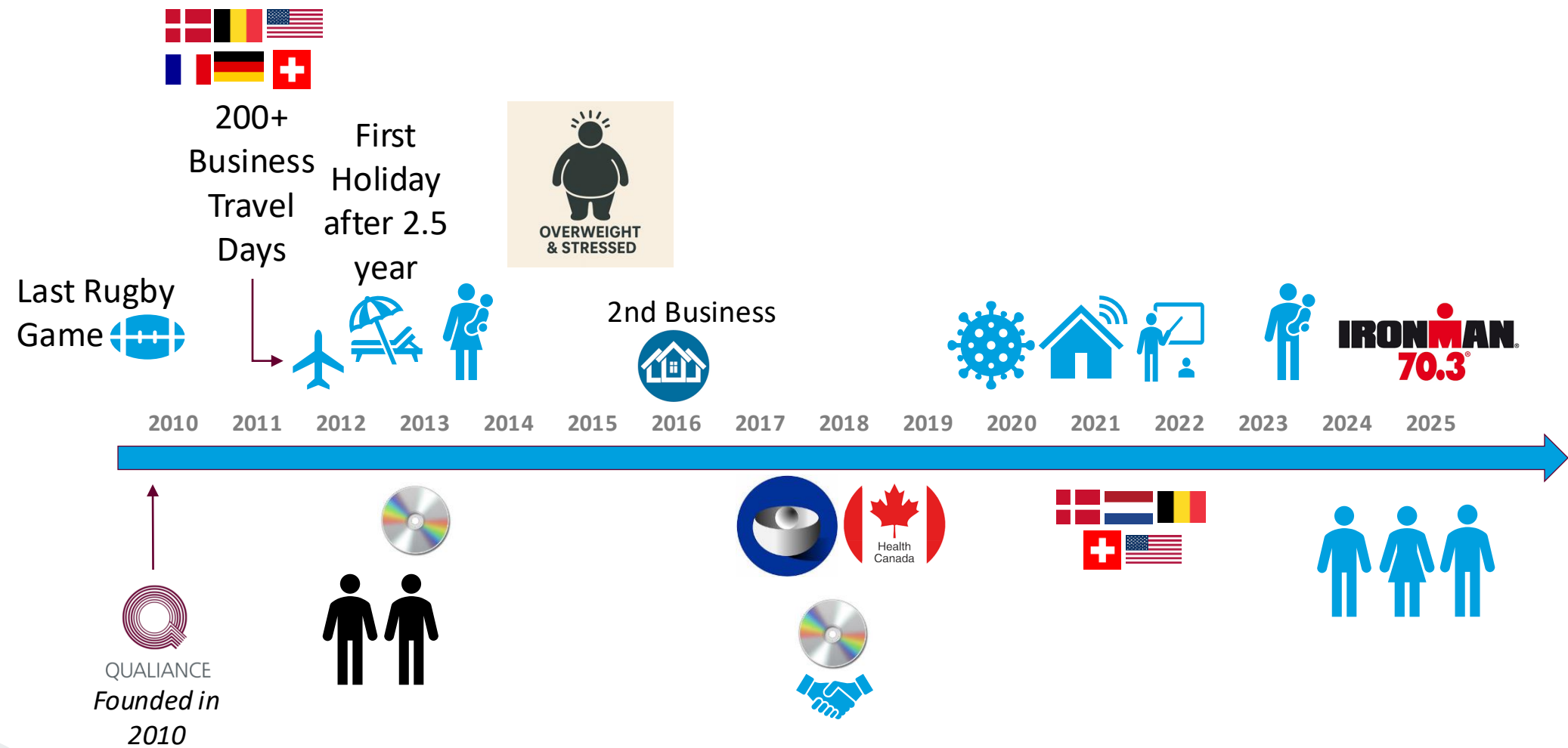
“My Runaway Money”

15 K€ ✈️



My Journey as a Consultant

2010-2025



Eco-system of a Service Company

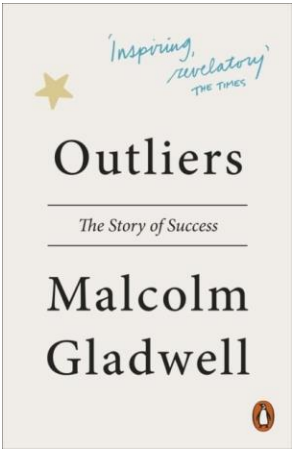
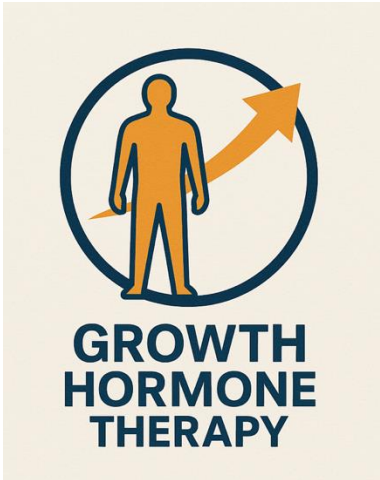
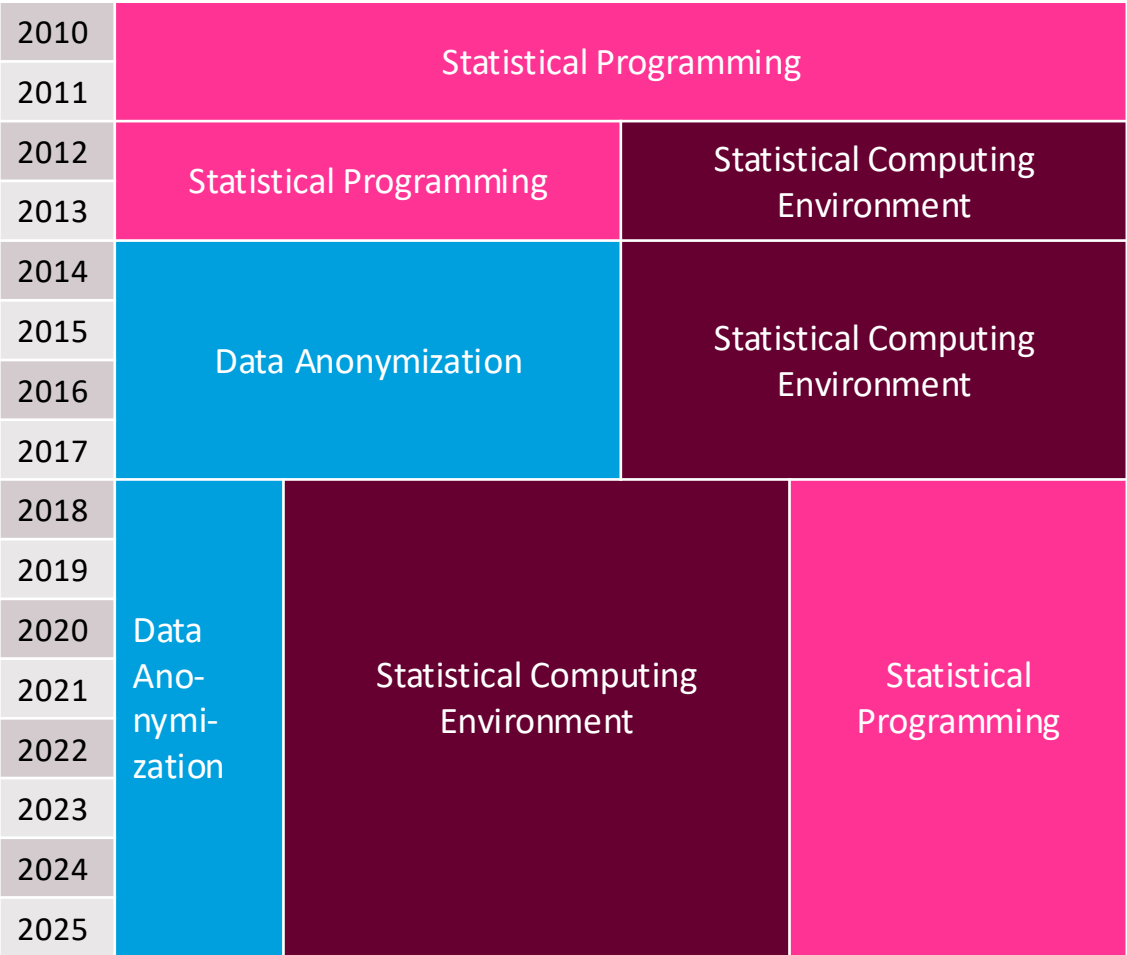
Growth Happens Together – Cultivate the Network That Lifts You

Service Company



Learning New Roles and Develop New Services

How I have split my time, from opportunities to conscious planning...

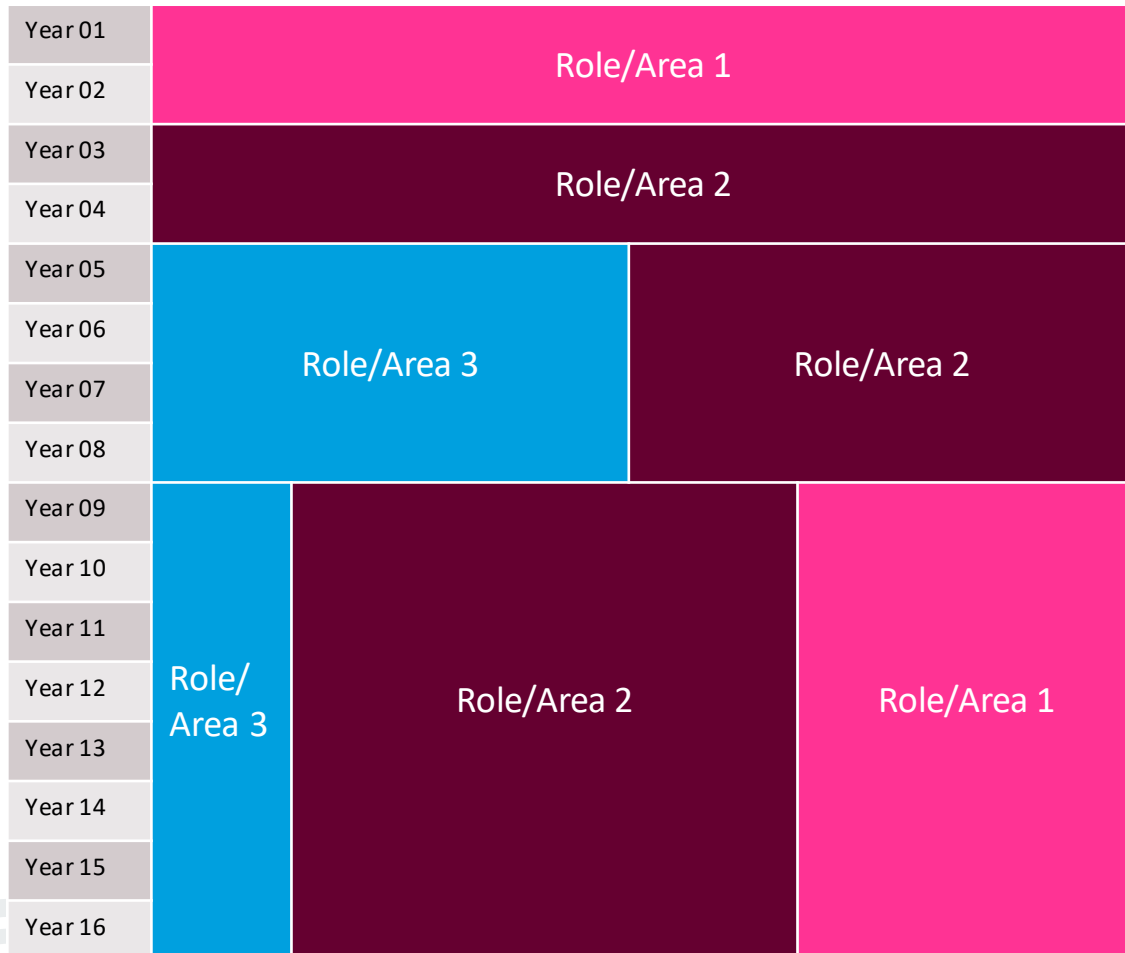


*It takes 10,000 hours to become an expert on a given topic but the key ingredient is **deliberate practice**: focused, feedback-rich, challenging*

Stat. Prog.	5.8 years over 12 years
SCE	7.0 years over 14 years
Data Ano.	3.2 years over 12 years

Learning New Roles and Develop New Services

Working in and learning new roles sequentially or simultaneously...



One role at a time:

- Can be done in-house via job swaps
- Enable full focus



The 50-50 model:

- Achievable in-house where flexibility is possible



The Ironman model:

- 15% - 50% - 35%
- Require initial periods of focus to build expertise
- Only achievable with careful planning

Benefits:

- Enables you to follow different topics or skillsets over a longer period of time, [experience changes in regulatory requirements and technology](#), connect them where there are synergies
- [Enhance your options to always remain employable](#) and add value in broader discussions
- [Get promoted over time in each topic](#) and demonstrate cross-functional expertise

The 3 dimensions of a Service Provider

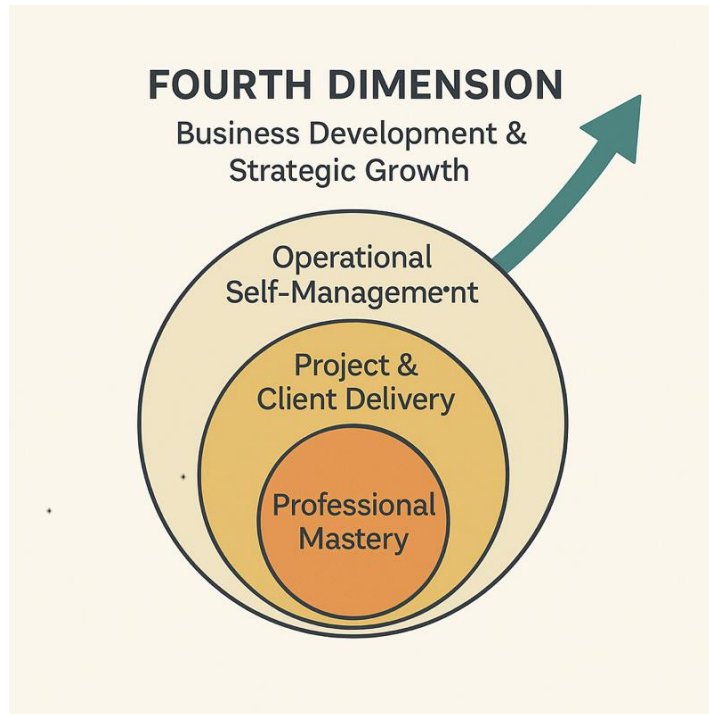
From expertise to operational excellence



Business Development & the Win-Win Mindset



The fourth dimension is where independence becomes entrepreneurship



Business Development and Strategic Growth

- Spot opportunities and **shape partnerships** or new services
- Choose clients and projects that **let you thrive**
- Say no, collaborate, or refer...**Choosing wisely**

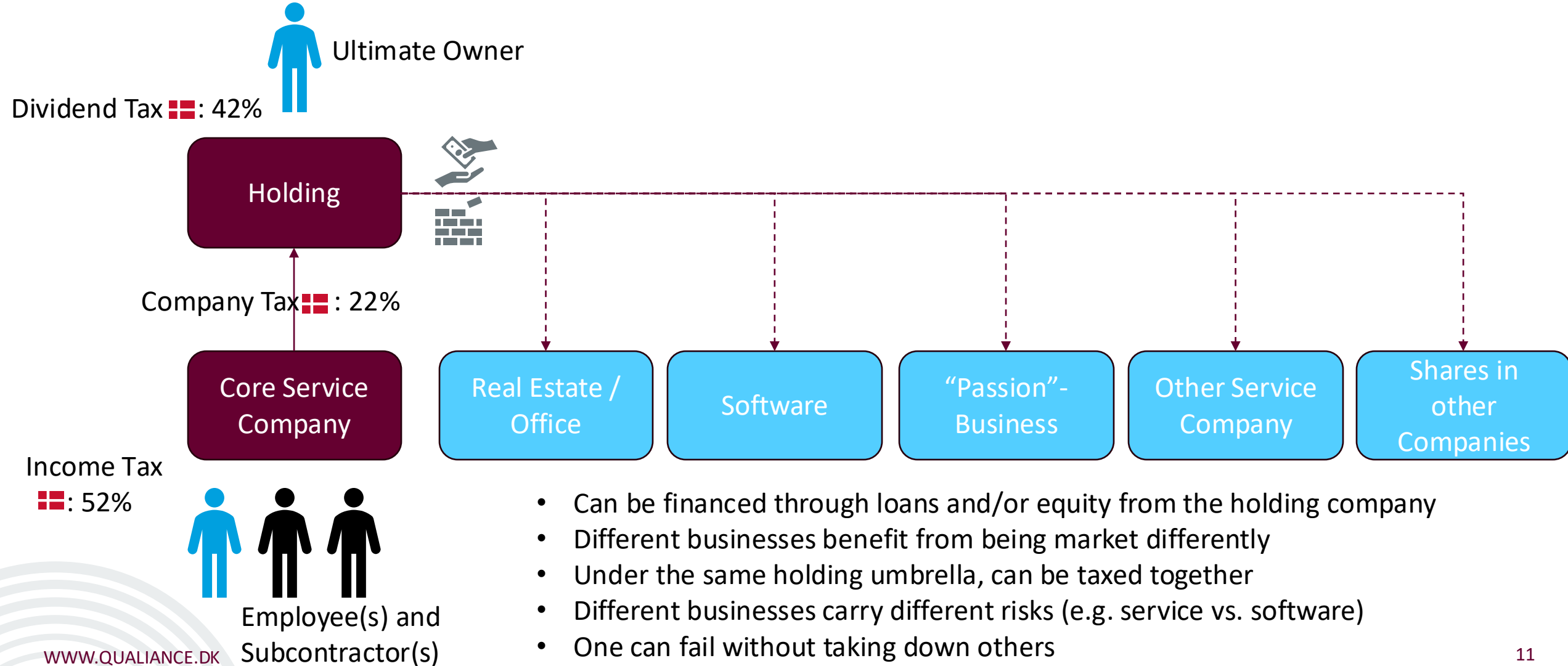
Business Development isn't about closing deals...

It's about:

- Understanding **your clients' success** and **finding the right partners**
- Finding the **right price and pricing model** (time & material, fixed-price, retainer)
- Creating long-term relationships built on **trust and mutual growth**

More Businesses

The opportunity to diversify, strengthen financial security and expand one's footprint



Conclusions

Becoming an Independent Consultant – and Stepping into the Fourth Dimension

Consider **working and learning different roles** rather than just skills over time

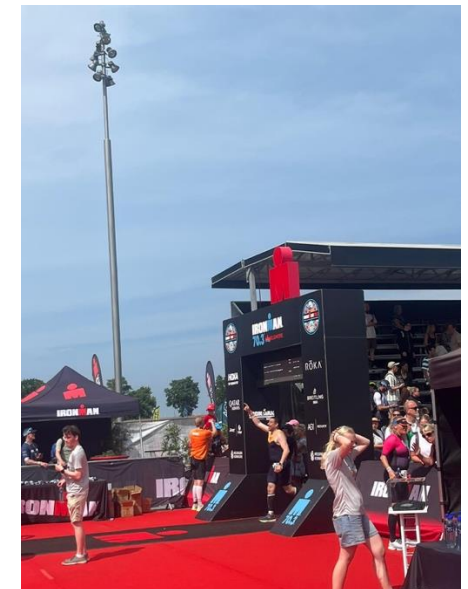
- Sequentially – e.g. job swaps
- 50-50% model
- Simultaneously – The *Ironman* model

Professional Mastery – Project & Client Delivery – Operational Self-Management – Business Development

- The first three dimensions ensure stability and credibility
- The fourth brings purpose and expansion with a **win-win mindset**
- Together, they form a complete independent professional journey

Build the Life you want, choose your hard

- Work for multiple clients in parallel but not 10...
- Build the safety net that brings you financial peace of mind
- Develop more services and businesses and increase your footprint



THANK YOU!

Jean-Marc Ferran

Consultant & Owner

 JMF@qualiance.dk

 +45 6016 0456

 www.qualiance.dk

 [Linkedin.com/in/jeanmarcferran](https://www.linkedin.com/in/jeanmarcferran)

 [ResearchGate.net/profile/Jean-Marc-Ferran](https://www.researchgate.net/profile/Jean-Marc-Ferran)



QUALIANCE

