Estimating a Company's Valuation: Business Strategies, Human Resources, Financial Management, and Leadership

DOI: https://doi.org/10.5281/zenodo.18368699
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Citation: Virgen, M. (2025). Estimating a Company's Valuation: Business Strategies, Human Resources, Financial Management, and Leadership. Doctors In Business Journal. https://doi.org/10.5281/zenodo.18368699

A well thought out ad researched business plan is the foundation of a startup with a clear plan to become successful. Hence, setting both short and long-term goals, and finding a market niche is a task every founder must go through. For example, a company's strategic plan can include targeting certain industries, further developing a product, allocating funds, forecasting sales channels, and scheduling resource needs. Goal setting freedom is to the liberty that employees experience when they set and pursue their goals in the workplace. Goal setting can be seen as a situational cue that encourages employees to align work goals with their intrinsic motivations.

Research indicates that autonomy in goal-setting enhances creativity, engagement, and entrepreneurial behavior by activating personality traits that align with innovation (Alam, M.Z., 2025). The more time an entrepreneur invests in a venture, the better they can develop strategies to deal with the uncertainties surrounding the business. Also, entrepreneurs time commitment toward their venture greatly helps with building credibility in the eyes of stakeholders and securing external financing, when needed (Bullock, K. et al., 2023). We can see an example from a biblical view point in regards to counting the costs of how much launching a business would cost from Luke 14:28, as it is mentioned that prospective builders should "sit down and estimate the cost" before construction. In the business world, this can be mentioned as the importance of finding cost estimates and contingency planning for a startup venture. As Proverbs mentions, "the plans of the diligent lead to profit". In other words, diligent planning (Proverbs 21:5) is expected to lead to successful result, while quick decisions can create problems. Thus, a company's management should create company forecasts and update them regularly, embodying the wise stewardship advocated in Scripture.

Operations and Human Resources

Creating and implementing proper business operations can help make sure that a product or service is delivered on time while also meeting the customers specifications. Today, a diverse set of stakeholders such as customers and employees also require better social performance that consequently determines the success of the business (Kumar, K. et al., 2025). Streamlining workflows and monitoring performance metrics will help optimize efficiency and overall customer satisfaction, in which will affect how successful a business will become.

Additionally, In a startup company the founders, partners and employees would most likely wear many hats. Leadership here means have a clear vision, delegating tasks, and keeping everyone motivated through the complicated times of a startup journey. Hence, Good communication and training are essential, and hiring and training talent can relate to the principle of responsible stewardship of human talent. Colossians 3:23 reinforces this work ethic: "Whatever you do, work heartily, as for the Lord and not for men". In practical terms, leaders and employees alike are encouraged to pursue excellence and integrity in every task as a way to show dedication.

Financial Management and Controls

For a business, having proper financial management can include budgeting, bookkeeping, and cash-flow monitoring. The founders should be keeping track on how capital is spent on rent, salaries, and marketing, and making changes to plans if cash starts to runs low. Since majority of startups fail because of not having enough capital, keeping and managing a positive cash flow is can essential to ensure the continuity of a business. Managers should then develop financial forecasts, control costs, and look to get additional funding in advance in case an unexpected costly event occurs.

Leadership and Organizational Culture

There is a positive influence of entrepreneurial leadership on team creativity, in which team psychological safety and knowledge sharing sequentially mediate the relationship between entrepreneurial leadership and team creativity (Mehmood, M. et al., 2022). The type of leadership required for a startup compared to an established company can be seen as slightly different in terms of how a leader in a startup might be required to be more adaptive and visionary. Leaders in startups might start with an entrepreneurial, hands-on style but gradually start to delegate more tasks as the team grows, which can be referred to as scaling a startup.

Valuation Methodology

Estimating a company's value cane be challenging, but traditional methods can provide a close estimate. Some of these methods include discounted cash flow analysis, revenue based valuation, and EBITDA. Valuing startups is inherently tricky due to uncertainty and lack of track record.

Startups usually have negative earnings and no history of profit margins, making it nearly just an big assumption for future profits. Another variable indicating the quality of a founder, such as them having high-level management and/or start-up experience, have been theorized to positively affect valuation (Garkavenko, M. et al., 2023). When it comes to finding a company's valuation, one must combine numbers with assumptions about team quality, market size, and technological viability. This uncertainty should can be known as a forecast of possible values, and not a single "true" valuation price. In conclusion, effective small-business management requires thorough planning, sound operations, disciplined finance, and adaptive leadership. Estimating value demands selecting an appropriate method, and recognizing each method's limits.

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Publisher Note

Miguel Virgen, PhD Student. I have no known conflict of interest to disclose.

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