

# 6 steps to increasing the multiplier of your business

Many businesses dedicate their time and focus to driving profit, without realizing the real value they are missing from driving their share price multiplier. This episode looks at the 6 steps in building your share price value through increasing your business valuation multiplier and investigates a case study of a business that went from a valuation of \$400k to an astonishing \$11M, in just 18 months

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- Step 1: Talent, Capability and Culture
- Step 2: 7 common mistakes of valuation
- Step 3: Understanding the valuation formula – why is Twitter worth \$23.4 with no profits
- Step 4: Understanding the ways to move the share price multiplier from 3 to 5
- Step 5: Tips for SMEs on talent, capability and culture
- Step 6: Two parts that drive the valuation of a business