



A BNI EDUCATION MOMENT

The Quarter-Hour That Cost a King

How being late dissolved a king's escape — and what it teaches us about turning up early.

June 1791: a king makes a run for it

The French Revolution was closing in on the royal family in Paris.

So King Louis XVI hatched an escape: slip out of the city by night, race east, and link up with loyal soldiers who would escort the family safely to the border.

It was a good plan. And it depended on one thing above all else — timing.

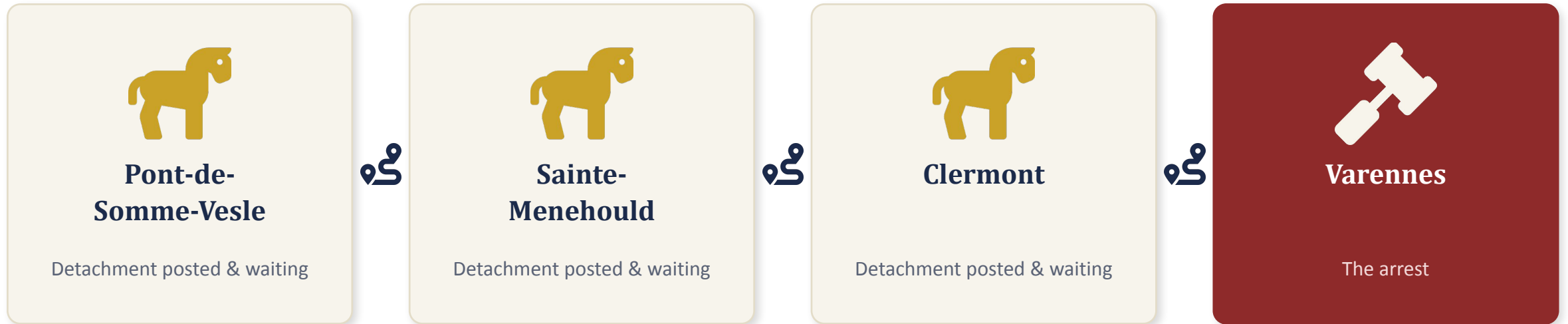


THE STAKES

A throne, a family, and a country in revolt — all riding on a carriage arriving when it was supposed to.

The plan: a relay of soldiers along the road

Loyal cavalry detachments were posted in towns along the escape route. Each unit had one job: be there when the King arrived, and pass him safely up the line to the next.



Each link in the chain only worked if the King arrived on time.

But the King ran late



Behind from the start

They left Paris late, and the enormous carriage they chose was slow. Every stop ran long.



The soldiers didn't know why

Hour after hour ticked by with no sign of the King. The waiting cavalry had no explanation.



So they gave up and rode away

Assuming the plan had failed or been discovered, each detachment packed up and left its post.



**By the time the carriage arrived,
the protection was gone.**

At Varennes, a local postmaster recognised the King's face and raised the alarm. The royal family was arrested and hauled back to Paris. Louis XVI never escaped again — eighteen months later, he was executed.



He wasn't undone by a battle
or a betrayal.

**He was undone
by being late.**

Now here's the bit for us

When we walk in late, we think the only cost is our own — a missed coffee, a rushed setup. But the real cost is the King's cost: the people who turned up FOR us start to drift.

Who is waiting along OUR road?



Our referral partners

They can't pass us a lead if we're not in the room to receive it.



Our visitors

Forming a first impression in the opening five minutes — before we've said a word.

The visitor's unspoken question

A visitor decides whether we're referable long before they hear what we do. They're really asking one thing:

“Would this person actually turn up for my client?”

They straggle in late

The visitor thinks: “unreliable.” The most dangerous impression there is for our wallets.



We're set up & ready

The visitor thinks: “these people are reliable.” We answer the question before it's even asked.



Be Nelson, not Louis

Admiral Nelson said he owed all his success in life to *being a quarter of an hour beforehand.*

This week: get here early. Be set up and ready.

Give every visitor the one impression that makes us all more referable —
this is a group that turns up.