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Sep 22, 2022 by [Nicholas J. Cull](#), [Simon Anholt](#)

## People, Places, Power | Season 2, Episode 43: Britain in Transition: The UK's Image and the New King and Prime Minister <sup>[1]</sup>

**Note from the CPD Blog Manager:** This post features the podcast *People, Places, Power* co-hosted by CPD Faculty Fellow [Nicholas J. Cull](#) and Good Country Index founder [Simon Anholt](#) and features their weekly discussions on international reputation, foreign policy and related issues along the way.

Season 2 launched in May 2022 and covers nation-ranking indices, the impact of COVID-19 on national images, branding indices, transnational issues and much more.

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## **Episode 43: Britain in Transition: The UK's Image and the New King and Prime Minister**

This episode considers the image of Great Britain as the country mourns the loss of Queen Elizabeth II and simultaneously adapts to a new Prime Minister—Liz Truss—and a new king: Charles III. The discussion begins with Simon recalling the brand equity derived from having a Royal Family, which he estimates in the billions. Simon and Nick continue discussing the value of the royal family to the management of change, providing a national rhythm like a metronome. The pair give high marks to King Charles for his early remarks with their emphasis on inclusivity and the multi-cultural nature of Britain; they welcome the diversity apparent in the Truss cabinet but bemoan the regrettable impression created by Truss's recent remarks questioning whether France is a friend. Simon argues that the royal funeral and eventual coronation will be a moment for Britain to recharge the batteries of its international image. They agree that because of the human tendency to personify countries as people, King Charles will necessarily be a central element in Britain's image. Nick raises the issue of the new king's past comments on social and political issues and speculates on whether he will be the much-needed rallying voice in the collective struggle against climate change. Simon advances his notion of Monarchy 2.0 by which members of royal families worldwide could be coordinated as a kind of UN upper house to speak on global issues.