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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 ^[1]

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.