Consensio

Case study

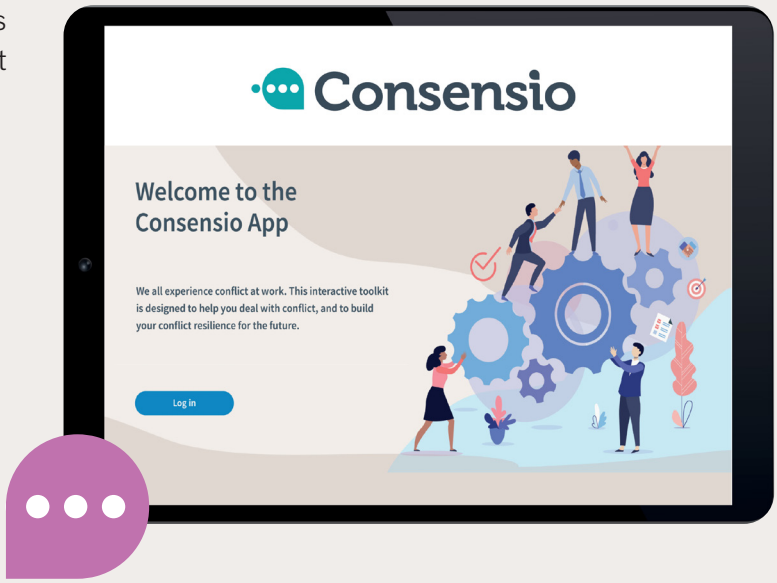
Building conflict capability at UNICEF UK through digital *innovation*

The Consensio App

Most organisations want employees to address conflict early and constructively, but because it is a topic many people tend to avoid, building confidence and capability in this area is a challenge.

The Consensio App was developed to support a more proactive, organisation-wide approach to conflict, combining practical guidance for handling live issues with ongoing learning.

This case study explores how UNICEF UK piloted the app and the impact it has had on colleagues' approaches to conflict.



About UNICEF UK

UNICEF is the world's leading children's charity. For over 10 years, Consensio has supported UNICEF UK through training, mediation, and conflict management support.

With its commitment to an inclusive, values-led culture, UNICEF UK was a natural pilot organisation for the Consensio App. The app directly supports five of UNICEF UK's six Shared Commitments, particularly Inclusion and Belonging, Mutual Trust and Respect, and Collaboration.

This investment in conflict capability came at a time of organisational strength and reflected UNICEF UK's proactive approach to supporting healthy workplace relationships.

The Consensio App directly feeds into five of the six UNICEF UK Shared Commitments, in particular: Inclusion and belonging, Mutual trust and respect, and Collaboration.

Our shared commitments

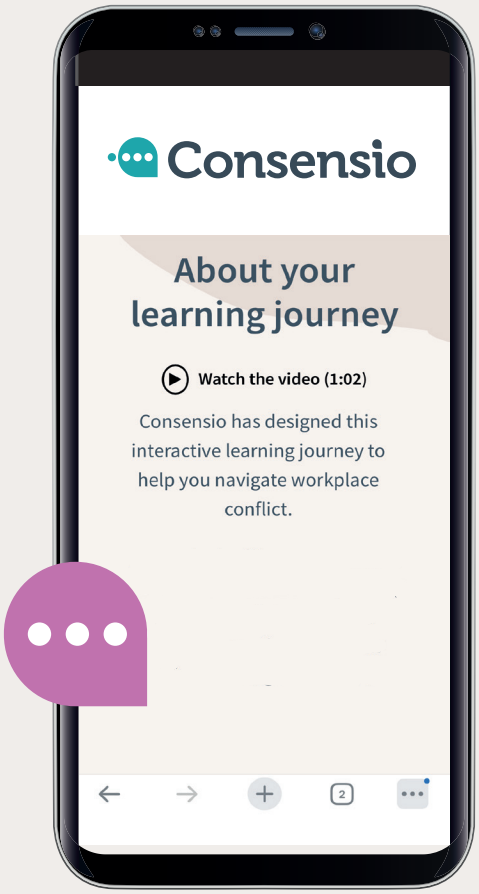
- Putting children first
- Finding solutions
- Mutual trust and respect
- Inclusion and belonging
- Compassion
- Collaboration

Why an *app* for conflict?

After two decades of supporting organisations with workplace conflict, Consensio saw the same pattern: conflict was usually addressed too late, when issues were more complicated to resolve.

Managers relied on HR because they did not feel equipped to have conflict conversations, and the negative impact spread beyond those directly involved.

Consensio saw an opportunity to democratise conflict management skills by giving employees confidence and tools to address challenges early.



"For healthy innovation, there is always going to be a degree of disagreement. We need to equip people to be able to have that healthily, so we don't fall into any kind of groupthink."

The *cost* of workplace conflict in the UK

44%

of workers experienced conflict in the previous 12 months

£28.5B

is the annual cost of conflict to UK organisations

77%

of employees in conflict don't discuss the issue with the other person involved

Source: ACAS research, 2021 and 2025



Designed for *engagement* and real-world use

The Consensio app was designed to make conflict support practical, accessible and relevant to everyday working life.

It includes:

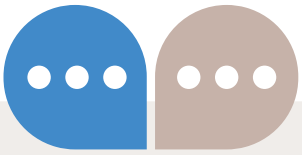
- **Self-guided journeys to help users navigate live issues.**
- **Live monthly bite-sized training sessions.**
- **Practical tools, videos, guides and resources.**
- **Content designed for different learning styles and needs.**

"A platform with a range of tools, resources, bite-size training, something to suit everyone, something to suit every kind of learning style."

Embedding the *app* across the organisation

A core principle of the app is that accountability for conflict management starts with the individual. UNICEF UK's project lead played a key role in embedding that message across the organisation. A stakeholder group helped test the platform, provide user insight, and build support ahead of launch.

Launching the pilot was technically straightforward; driving engagement was the bigger challenge. Because addressing conflict feels uncomfortable, adoption of the app would not happen on its own, particularly alongside busy workloads and competing priorities. Internal communications were therefore critical to build awareness before launch and keep the app front of mind throughout the pilot.



"A colleague had a couple of situations in their team, and the first time they didn't use the tool, but the second time they did, and it transformed the way that the conversation went."

Results and *impact* at UNICEF UK

50%
of employees
engaged with the app in the first year

60%
of users
returned each month*

4x
increase
in live training attendance by month six

9/10
likelihood
of recommending the app to a colleague

90%
of respondents
said live training gave them conflict management skills

**excluding launch month*

These results reflect strong engagement for a discretionary tool focused on managing conflict, and highlight demand for short, practical, expert-led training sessions that are easy to access.

Qualitative feedback added further depth. Users said the app "transformed" difficult conversations, while colleagues were approaching conversations more openly.

This suggests people started to approach workplace tensions with greater confidence across teams. Senior stakeholders also saw long-term potential, with the Head of Talent describing the platform as a potential "game-changer".

"We're almost all noticing it and coming to conversations more open because we're talking about it. It's like we're starting to normalise talking about it, and I think that's really a change that I've seen in all of our behaviour, actually, in the team."

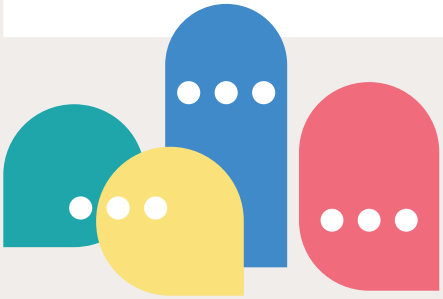
Sustained impact and future potential

Some of the most meaningful outcomes, though less visible, are equally powerful. Stronger communication, greater self-awareness and earlier resolution may never appear in formal case data, as employees are handling challenges more constructively and with less reliance on others.

Over time, these shifts can have a significant cumulative impact on team relationships, which helps to build a healthier conflict culture across the organisation.

UNICEF UK's decision to continue with the app beyond the pilot is a clear sign of impact, sustainability, and confidence in the platform's long-term value.

> **"I think if we can get enough people to use it, it will be a game-changer."**
>
> Head of Talent, UNICEF UK



Interested in the Consensio App?

Find out more about the app

Call us on **020 7831 0254**
or email **info@consensiopartners.co.uk**



About Consensio

At Consensio, we help our clients to resolve workplace conflict and build resilient workplaces, enhancing the well-being of organisations and their people. We offer support in all areas of conflict management, providing consultancy, leadership development, training, technology, coaching and mediation services.

Consensio is a leading conflict management and workplace mediation provider. Mediation, training, accredited courses, consultancy and coaching. This is why organisations such as **American Express, BBC, British Gas, Bupa, Cancer Research UK, Cult Beauty, DLA Piper, Frances Crick Institute, GDST, Independent Office for Police Conduct, London City Airport, LNER, Nespresso, NHS Trusts, Ogilvy, Rank Group, Sony, Standard Chartered, Twitch, University of Cambridge, Westminster City Council** and **WWF** choose Consensio.

Thought leadership

We have published a range of helpful guides, factsheets, case studies and white papers to benefit workplaces and increase employee well-being.

Many are available to download free from our website, through the Consensio App or by contacting us on 020 7831 0254.

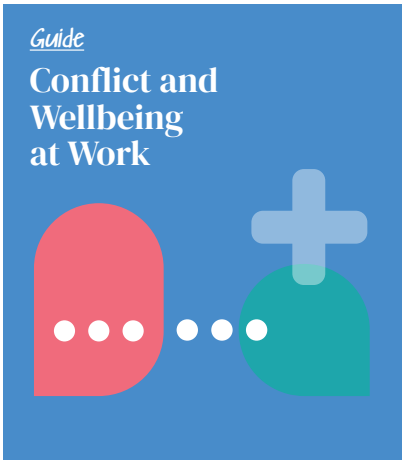
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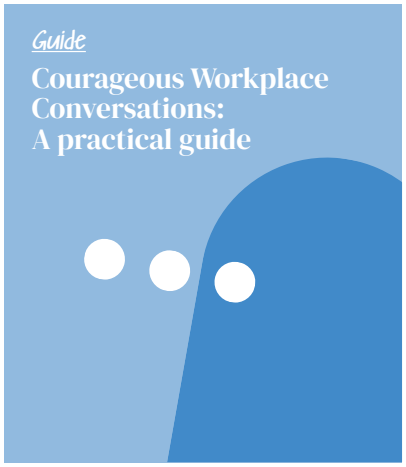




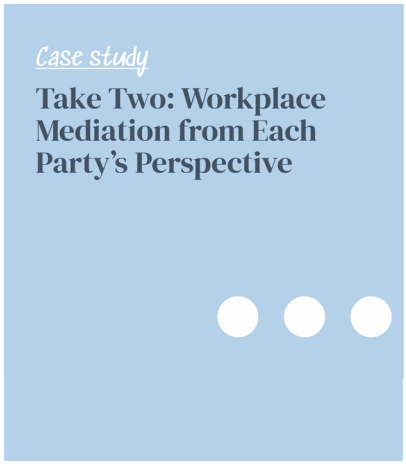














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