

## ACTION 5

# Improve the experience and representation of Asian talent

This guide has been developed by the All In Asian Talent Working Group.

For more resources and guidance on supporting Asian talent in the workplace, visit the [All In Directory](#).

# ALL IN ACTION PLAN

Find out more at  
[advertisingallin.co.uk](https://advertisingallin.co.uk)

## LATEST INDUSTRY ACTION



### Continue to Be Curious

- Collect disaggregated data that considers gender, ethnicity, and religion.
- Compare internal results with external data and relevant industry benchmarks (e.g. All In Census data).
- Where possible, commission a third-party review of your inclusion data and strategy.



### It's Still Important to Explain the 'Why'

- Communicate clearly why you're asking about identity or preferences—to support inclusion. Always ensure disclosures are voluntary.



### Recognise How Faith Shows Up in the Workplace

*Note: Faith is not confined to religious holidays. It can influence diet, dress, appearance, working hours, and social engagement.*

- Ensure people of faith are not put in uncomfortable or isolating situations due to lack of awareness.
- Provide training for line managers on how to support employees' religious needs without placing the burden of education on colleagues.



### Take Targeted Action for Muslim and Sikh Women

- Establish listening groups or roundtables focused on the voices of Muslim and Sikh women.
- Set measurable objectives to improve their representation in senior roles.
- Ensure culturally sensitive training and wellbeing support is available.
- Offer anonymous feedback channels and follow up with tangible action.
- Recognise and celebrate key cultural and religious events meaningfully and inclusively.