

21-day Data Visualization Growth Challenge

Ready to transform the way you present data? This 21-Day challenge integrates everything we've explored so far about communicating insights for action. Each day builds progressively, guiding you from basic data preparation to creating compelling visual stories. By dedicating just 15 minutes daily to this practice, you'll develop a comprehensive skill set that makes your data both meaningful and memorable. Your colleagues will notice the difference when your next presentation transforms complex information into crystal-clear insights.

Week 1: Study the Greats

For seven days, dedicate 15 minutes daily to studying great visualizations:

- Visit Junkcharts.com to review one new example of what NOT to do and how to fix mistakes
- Explore Visualizingeconomics.com for examples of making complex economic data accessible
- Dive into informationisbeautiful.net to see how creative approaches can transform data into art

For each visualization you study, ask:

- What story is this visualization telling?
- How does the design enhance (or detract from) that story?
- How might I display this data in a totally different way?
- What one technique could I borrow for my next visualization?

Week 2: Tool Mastery

Choose one data visualization tool mentioned in Chapter Seven that you're not yet comfortable with. Spend 15 minutes each day learning a new feature.

Week 3: Real-World Application

Take a dataset from your actual work and transform it:

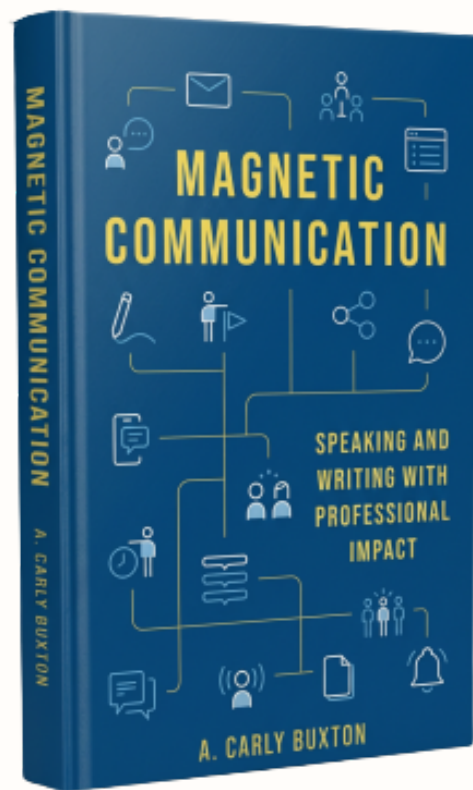
- Day 1: Define your visualization purpose using Berinato's 2x2 matrix
- Day 2: Sketch three different approaches to visualizing the same data
- Day 3-4: Create the visualization that best matches your purpose
- Day 5: Get feedback from a colleague
- Day 6: Refine based on feedback
- Day 7: Present your visualization and document the impact

By the end of these three weeks, you'll have developed not just technical skills but a visualization mindset—the ability to see data as a storytelling medium rather than just numbers to display.

Keep it Magnetic

This resource is free to use and share with attribution. It is drawn from the research and frameworks in *Magnetic Communication: Speaking and Writing with Professional Impact* (Bloomsbury Academic, 2027) by A. Carly Buxton, PhD.

carlybuxton.com/magnetic



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