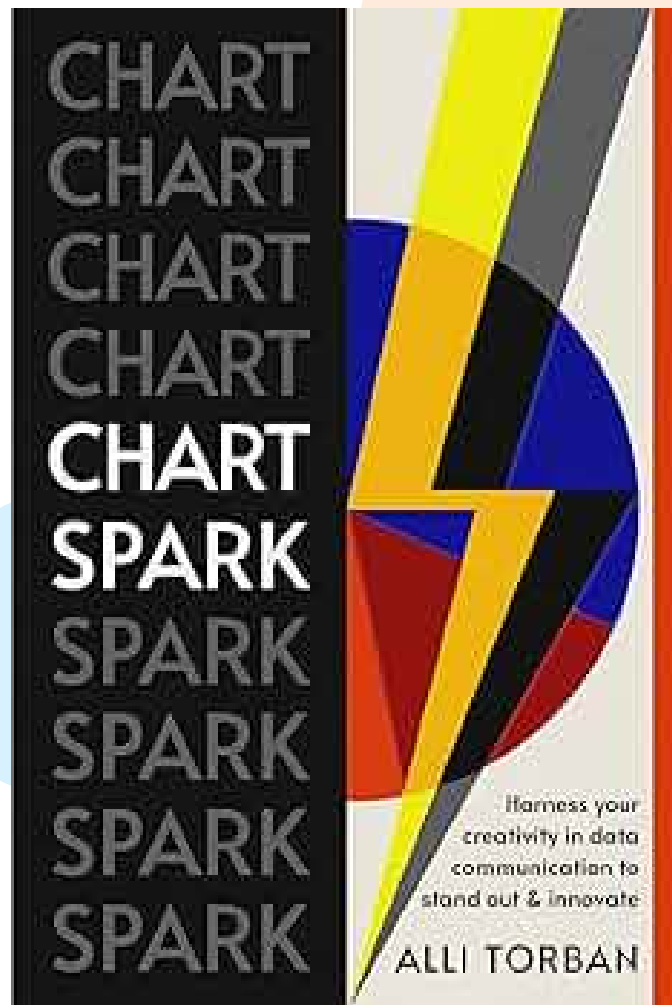


A BEGINNER'S GUIDE TO DATA
STORYTELLING
BASED ON
CHART SPARK BY ALLI TORBAN



Swipe →

A BEGINNER'S GUIDE

**Creativity isn't a gift, it's a practice
and it can be learned like any other
skill.**

In her book Chart Spark, information designer and Data Viz Today host Alli Torban breaks the creative process for data work into three stages - Care, Coax and Communicate - each with a hands-on prompt to help you get unstuck.

Swipe →

FIRST, A QUICK BASIC

What does “CARE” even mean here?

In Chart Spark, Alli Torban says creativity has 3 stages:
Care, Coax and Communicate.

CARE comes first, it's about how you think before you even start building a chart.

THINK OF IT LIKE THIS

Before you cook a great meal, you check what's in your fridge and get curious about new ingredients. CARE is that same step for data work - just noticing and staying open, before you start “cooking.”

Here are the 3 simple habits that make up CARE →

HABIT 1 OF 3



“Bad Gifts”

The habits you never chose but do anyway

IN PLAIN WORDS

You've picked up habits and “rules” in your work that nobody ever actually taught you, you just copied what everyone else does. This prompt asks you to notice those hand-me-down habits before you start creating.

A SIMPLE EXAMPLE

You always reach for a bar chart because that's what your team's slides always use, not because you checked if it's the best fit this time.



TRY IT NOW

Before your next chart, ask: “Am I doing this because it's right, or just because it's familiar?”

HABIT 2 OF 3



"X-RAY"

Looking past "I like this" to "this is why it works"

IN PLAIN WORDS

It's easy to save a chart you admire and just think "that's nice."
This prompt is about slowing down and figuring out exactly
what's doing the work, so you can actually learn from it.

A SIMPLE EXAMPLE

Instead of just liking a chart on LinkedIn, ask: is it the color choice?
The order the bars are sorted in? The one bold label?



TRY IT NOW

Next time something catches your eye, write down the **ONE**
specific **PART** of it that makes it click.

HABIT 3 OF 3



“Recess List”

Giving your brain permission to take a break

IN PLAIN WORDS

Creative energy runs out if you never refill it. This prompt is simply a list of small, fun breaks you keep on hand so when you're stuck, you have somewhere to go instead of just pushing harder.

A SIMPLE EXAMPLE

A 10-minute walk. Doodling. Making tea. Listening to one song. Nothing fancy, just something that isn't “work.”



TRY IT NOW

Write down 3 tiny breaks right now. Use one the next time you feel stuck.

QUICK RECAP

3 small habits. One big shift in mindset.

1

Bad Gifts

Question the habits you never chose.

2

X-RAY

Name what actually makes a chart work.

3

Recess List

Keep small breaks ready for when you're stuck.

*This is just the **CARE** stage. Chart Spark also covers COAX (Getting unstuck) and Communicate (Telling the story well).*

Which habit are you trying first? Tell me below 