

LAW 21: The Power of Underestimation

Law 21 of *The 48 Laws of Power* explores the strategic advantage of appearing less intelligent than those around you, a tactic that can be used to manipulate, deceive, or subtly influence others. By presenting oneself as naive or unsophisticated, an individual can lower the guard of those who might otherwise be skeptical or cautious. This principle is not about actual ignorance but rather about using the illusion of simplicity as a tool for gaining an upper hand in various power dynamics.

A classic example of this tactic in action is the infamous diamond hoax carried out by Philip Arnold and John Slack in the 1870s. These two prospectors convinced some of the most powerful financiers of the era, including Asbury Harpending and the Rothschild family, to invest in a fraudulent diamond mine. By posing as simple, inexperienced men who had stumbled upon a fortune, they played into the investors' sense of superiority, leading them to overlook warning signs and fall for the scheme.

What made Arnold and Slack's deception so effective was their ability to appear completely harmless and even slightly foolish, ensuring that their victims felt no immediate reason to suspect them. They went so far as to plant European gemstones in a remote area, creating the illusion of a rich diamond deposit. The investors, blinded by their own arrogance and the promise of immense wealth, failed to scrutinize the claims properly, proving that overconfidence can be an exploitable weakness.

Beyond historical scams, this law holds relevance in everyday situations where underestimation can be leveraged for personal or professional advantage. Many successful business leaders and negotiators intentionally downplay their expertise to encourage competitors or adversaries to lower their defenses. By allowing others to

believe they are in control or more knowledgeable, a person can gain insights, maneuver behind the scenes, and strike at the right moment without attracting unnecessary resistance.

The psychological basis of this law is rooted in human nature—people tend to trust those who seem less capable because they pose no immediate threat. This is why individuals who master this tactic can evade suspicion, avoid confrontation, and create opportunities where others would struggle. Whether in politics, corporate negotiations, or social interactions, the ability to disarm people through apparent incompetence is a powerful tool.



In modern workplaces, employees sometimes use this strategy to avoid additional workloads or to sidestep office politics. By not appearing overly ambitious or excessively skilled, they evade envy and competition, allowing them to advance in a more subtle, calculated manner. Similarly, in interpersonal relationships, pretending not to notice certain things can provide a social advantage, making others feel more comfortable and allowing for greater influence over time.

However, Greene also warns that this tactic must be used with caution, as overuse can result in being genuinely undervalued or ignored in crucial moments. If a person downplays their abilities too much, they may miss opportunities where recognition is necessary for advancement or credibility. The key is knowing when to appear unassuming and when to demonstrate capability, ensuring that the strategy remains effective rather than detrimental.

A modern example of this principle can be seen in poker, where experienced players often use a "fish" persona to deceive opponents into underestimating them. By making deliberate mistakes early on, they lure others into a false sense of security before turning the game around at a critical moment. This highlights the core concept of this law—using misdirection to gain an advantage over those who assume they are in control.

Ultimately, Law 21 teaches that power is not always about dominance or overt intelligence but often about perception and strategic restraint. Knowing when to conceal one's strengths can be just as effective as demonstrating them, allowing for manipulation, misdirection, and greater influence over time. In a world where people often judge by appearances, those who understand how to control those perceptions hold a unique form of power.

