

- pre-fit impact:  $\theta = \hat{\theta} + \Delta\theta$
  - post-fit impact:  $\theta = \hat{\theta} + \Delta\hat{\theta}$
  - pre-fit impact:  $\theta = \hat{\theta} - \Delta\theta$
  - post-fit impact:  $\theta = \hat{\theta} - \Delta\hat{\theta}$
- pulls

