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