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