



Apple’s big iPhone launch is coming on September 9. What to expect

Apple is holding an event on September 9, the company said in an invitation to the press Tuesday, where it will likely announce the iPhone 17 and new Apple Watches, among other potential new devices. Apple rarely shares details about future products before announcing them, but the company has been introducing new iPhones in September since 2012. The invitation includes the tagline “Awe dropping.”

Apple’s September event, which will take place at the company’s Apple Park campus in Cupertino, California, is largely considered the tech giant’s most important moment of the year. There is anticipation for a new iPhone, Apple’s biggest revenue driver, but only time will tell if consumers decide it’s worth shelling out for the latest model at a time when purse strings are tight. Meanwhile, Wall Street will look to the announcements as a barometer



for whether Apple is still an innovator, especially in the age of AI.

The stakes are especially high this year after Apple delayed a major upgrade to its Siri digital helper, one that would have helped bring it up to speed with OpenAI’s ChatGPT and Google’s Gemini. Investors cheered Apple’s July earnings results on strong iPhone sales despite its AI setbacks.

But Apple framed last year’s iPhone 16 as being “built for Apple Intelligence,” an approach it could continue in

2025 as rivals like Google ramp up their own AI efforts.

This year, Apple is betting that it can woo consumers with a super slim iPhone, according to Bloomberg. The company is expected to release a new model that’s essentially the MacBook Air of iPhone: much sleeker, but potentially at the expense of battery life and the camera, the report says.

Giving the iPhone a new look could potentially reinvigorate interest in smartphones at a time when most people only upgrade out of necessity, as



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processors and a titanium-built design.

The splashy event comes as Apple continues to navigate the impact of President Donald Trump’s tariffs. CEO Tim Cook told analysts in July that he expects Apple to incur \$1.1 billion in tariff-related costs during the September quarter. Apple shifted production of most of its US-bound iPhones to India to reduce reliance on China, the beating heart of its smartphone production operations. And although tariffs on most Indian goods are set to double to 50% on Wednesday, smartphones are one of the exemptions.

Trump has also hinted that Apple wouldn’t be subject to the upcoming 100% tariffs on semiconductors. The president has said companies that have committed to building in the US would not face a charge. Apple said earlier this month it would invest \$600 billion in expanding its US operations, which includes creating a domestic supply chain for its chips.

data from market research firm Consumer Intelligence Research Partners shows. While virtually every other smartphone maker has released foldable phones that bend in half, the iPhone’s look hasn’t changed much in years.

Apple’s attempts to entice shoppers with iPhones in different sizes have largely fallen flat. Apple scrapped the iPhone Mini from its lineup after just two generations. And the larger iPhone 16 Plus only accounted for 5-10% of Apple’s shipments as of July 2024, according to TF International

Securities’ Ming-Chi Kuo, an analyst known for his Apple product forecasts. He also predicts Apple will retire the Plus model from its iPhone lineup in 2025.

Besides a new, sleeker variant, Apple is expected to announce a standard version of the iPhone 17 alongside new Pro models. Apple typically upgrades its standard models with new processors and incremental improvements to the camera and battery life. Compared to the standard, the Pro models offer more advanced cameras, bigger screens, slightly more powerful





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The Department of Veterans Affairs (VA) is accepting new training program enrollments for veterans wishing to use their GI Bill benefits. These training programs help veterans get the technology skills they need to join some of the fastest-growing industries in the United States. Global Information Technology (Global IT) is approved by the Department of Veteran Affairs

to receive benefits under the GI Bill - Chapter 31 and Post-911 programs. Participating veterans will receive high-tech training, tuition, and housing allowance assistance).

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“What do I ask a recruiter before my interview?”

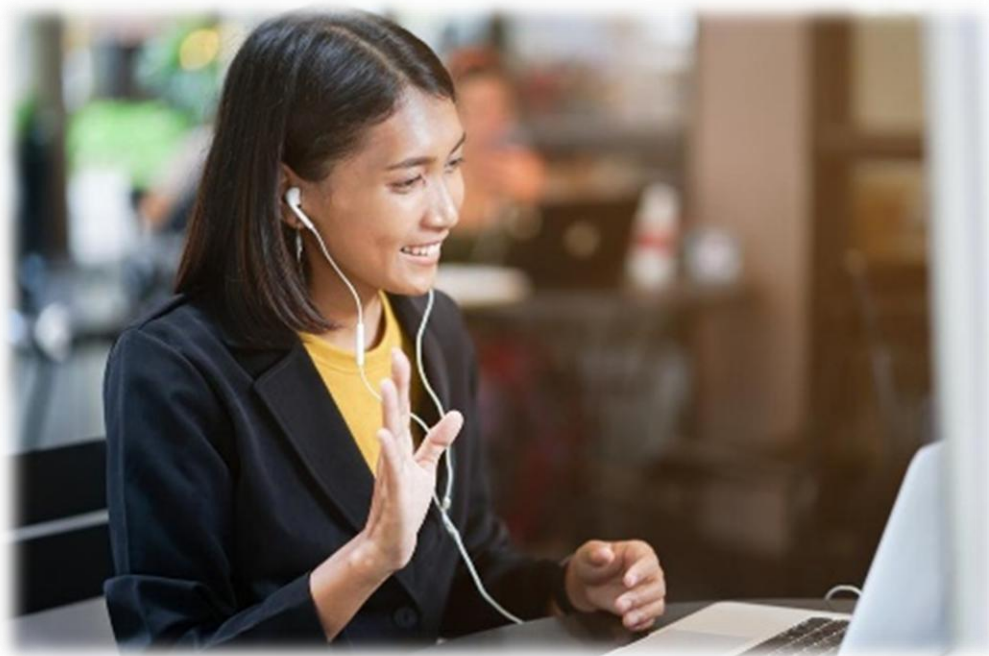
When preparing for your interview is important to ask smart questions that will aid you in the interview process. Recruiters can be a great asset when preparing for the interview process. However, recruiters don't always give you every detail unless you ask the right questions.

Preparation is key to a great interview and managers will notice the little details on whether you are properly prepared or not.

With this in mind, we go over the best questions to ask a recruiter before an interview.

What is the interview process like?

When preparing for an interview with a company you will want to know their interview process. This will help keep you informed on whether you have one, two, or maybe even three interviews?



How quickly does the position need to be filled?

This is a great question to ask as a recruiter before an interview. This is because it gives you a timeline on how soon the company needs someone. Do they plan to hire someone in a few days, weeks, or months?

What is the salary range for the position?

Compensation is one of the most important questions to ask a recruiter before an interview. Make sure you know the pay range or starting salary for the role.

Who will I be interviewing with?

It's always a good idea to know what you're in for during an interview. Will you be interviewing with 1 or 2 people? More, maybe?

What type of interview questions should I expect?

A recruiter that has been working with the person that makes the hiring decisions should be able to answer this question.



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Career Guide



Apply for the Global IT Scholarship Program

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<https://www.global-itech.com/the-global-it-scholarship/>

Quick and to the point career advice

Question: “*Andrei, what is some basic career advice you’d give for someone looking for work and need right away?*”

– John Riker, Sr.

Answer: John, I’ll keep this one quick and simple for you, in four quick things you can do immediately:

1. Make a plan

Before you start searching, get an idea of the type of work you are seeking. Because you are looking to get hired quickly, having a plan helps narrow your focus and makes the search a bit easier. Write a list of the most important qualities you are looking for in a job, such as location, industry, skills used or whether it is a full- or part-time position.

2. Treat the job search like it is your job

When looking to get a new job fast, you need to put in the time to find one. If you do not currently have a job, dedicate the time that you would usually

spend at work on job searching. Sending out many resumes each day can boost your chances of getting a response. The sooner you start hearing back from potential employers, the closer you are to getting hired.

3. Be flexible

Though you may have a list of ideal job qualities, you need to be willing to make adjustments if you want to get hired fast. Enter your search with a flexible mindset by being open to opportunities that do not match your plan exactly. Remember, you can continue your job search even after starting a new position.

4. Apply for jobs that match your qualifications

Once you have your search criteria, it is time to apply for jobs—but don't apply to everything you see

We could go on-and-on, but the gist of it is right here. Regardless, you got this!

Andrei





A day in the life of an IT Product Manager

There's a lot that tech companies expect from their PMs. Here is the daily schedule of an actual individual (broken down into two halves of the day), that summarizes the consumer tech product manager job description:

The First Half of the Day

Here's how a typical consumer PM kicks off their day:

8:00 AM

Wake up and check the Outlook mail app on my phone to make sure there aren't any high priority issues that popped up overnight. Immediately after, I usually check my company's Slack to see if I got any new

direct messages from anyone that need to be immediately addressed. I remind myself what a terrible morning habit it is to wake up and be reactive to email / Slack, but it's something I haven't been able to avoid lately. I stretch for 20 minutes while listening to a podcast, and then hop onto my laptop to read some industry news and blogs to make sure I'm up to date.

9:00 AM

I head into the office and eat some breakfast while checking my Asana (where I keep track of personal tasks) to see what P1 items I need to get completed for today. There are a few comments/feedback on a feature spec that I sent out the night before that I need to spend some time addressing or taking into consideration when editing the spec. After 30 minutes, I take some time to respond to a few Zendesk tickets containing feedback sent in by our users. A few tickets contain some ideas for features and I make sure to document those ideas in our backlog to be prioritized later.

10:00 AM

First meeting of the day. There's a recurring PM weekly sync where the PMs get together and talk about what they did last week, what they have going on this week, and any questions they might have for the rest of the group. It's a good way to get all the PMs aligned at a high-level on what's going on, or what we need to look out for since a lot of our products have a ton of overlap when it comes to user workflows.

10:30 AM

Every week, one product family presents a product review to company executives and the rest of the product team. During the product review, a PM presents an overview of recent launches and any available metrics, upcoming launches, top user needs, and a view of the broader product roadmap. This week is my product family's turn to present, so I spend some time updating some slides and pulling relevant metrics and insights from Mixpanel/querying our database.



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12:00 PM

I want to make sure that I’m not too swamped for the week, so I grab lunch from the kitchen and spend the lunch hour working at my desk. I occasionally take breaks to respond to a few personal emails.

The Second Half of the Day

So far, so good.

Only a few hours in, and the PM has already accomplished so much. After all, creating a successful product for consumers isn't a cakewalk. Here's what the rest of the day's like:

1:00 PM

For most software teams, updates to products are made in “releases,” and within each release, there are a set number of tasks in the form of JIRA tickets (JIRA is a tool used by many engineering teams to document, plan, and assign tasks/improvements/features/bug fixes) that should be completed. To make sure that all code changes are properly accounted for and tested before releasing live on production (in simple terms, code in “production” is anything that is live for users), our engineering

team does a code freeze at the beginning of the week. At this point, it’s up to PMs or QA to start testing any JIRA tickets that were slotted for the release. I spend some time testing any tickets that are relevant to my product family to make sure that they are working as intended in our products. I then close out the tickets or re-open any tickets that I notice still have bugs or need extra work.

2:00 PM

I head into another cross-functional team meeting for my product family. This meeting brings together any relevant stakeholders for the product family including members of the Engineering, Design, Operations, and support teams. Every team provides quick updates on the status of the projects they are working on and we collectively discuss any roadblocks or ongoing issues.

2:30 PM - 3:30 PM

We are in the process of re-designing our product family’s mobile web-app and the designer on the project has

already completed a prototype on Invision to test with users. Our goal is to sit down with a few user volunteers and conduct a few usability tests to see what parts of the re-design could be improved.

I’ve written a test script of questions/tasks that we’d like to ask users to complete on the prototype, and I spend an hour reviewing the script with the designer to make sure I’ve covered all elements of his re-design.

3:30 PM - 5:00 PM

Another work block to finish up ongoing tasks various projects. From there, I check in with our Operations team to review a launch email that we have queued up for the launch of that feature later in the week.

5:00 PM - 6:30 PM

I finish up my slides for the product review slide deck, review some changes suggested by my lead PM, and head home for the day.





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Career Services: GIT’s Lunch and Learn Events

Message from Jennifer Bowden, GITs Career Services Manager

Hello Global IT community! GIT’s workshops and ‘Lunch and Learn’ events are short sessions with the information you need to get a jump-start on your job search. Our upcoming workshops here at GIT include:

SEPTEMBER 2025

Thurs., Sept. 4, 5 p.m. ET –

Resume Writing

Your resume is the foundation of a successful job search. This session will explain the essential sections of a resume and show you how to add the skills and experience that get you noticed.

Wed., Sept. 10, 12 p.m. ET –

Advanced Resume Writing

You’re familiar with resume basics – but how can you address unique situations? Learn more about addressing career gaps, pivoting to a new

career, listing gig or freelance work, and what to do if you’re over- or underqualified for the positions you’re applying for.

Tues., Sept. 16, 5 p.m. ET –

Interviewing Skills

Interviewing is a skill you can improve with practice. Learn strategies for taming those pre-interview jitters, how to answer tough questions (including the dreaded “Tell me about yourself”), and the best way to follow up with employers.

Wed., Sept. 24, 12 p.m. ET –

Communication Skills for Job Seekers

Communication skills are listed as an essential qualification in nearly every job posting. Learn more about what employers are looking for and ways to show these skills in your resume and interview.

Mon., Sept. 29, 4 p.m. ET –

Building a Professional Portfolio (NEW)

Having a professional portfolio is a great way to demonstrate your skills to a potential employer. This session will cover the steps required to set up an online portfolio using Google Sites.

COMING UP IN OCTOBER ...

- Creating a LinkedIn Profile – Tuesday 10/7 at 5 p.m.
- AI for Job Seekers – Thursday 10/16 at 12 p.m.
- Network Your Way to Career Success – Wednesday 10/22 at 5 p.m.
- Identifying Transferrable Skills – Wednesday 10/29 at 12 p.m.

Register today at <https://www.global-itech.com/free-seminars/> or email placement.services@global-itech.com.



GIT thought provoking corner



“Don’t let fear or insecurity stop you from trying new things. Believe in yourself. Do what you love. And most importantly, be kind to others, even if you don’t like them.”

- Stacy London





Critical tech skills every IT professional must master for the future

1. Artificial Intelligence (AI) / Machine Learning (ML)

- AI and ML skills—including prompt engineering, deep learning, NLP, and LLM development—are in high demand as organizations harness generative AI across workflows.
- LinkedIn ranks AI Literacy and LLM Development & Application among the fastest-growing in-demand skills.
- Jobs requiring GenAI skills show 36.7% higher demands for cognitive skills, and a 5.2% increase in social skills since ChatGPT’s launch.

2. Data Science & Data Engineering

- Proficiency in data analysis, big data technologies, and engineering roles like data engineer are highly sought after. The U.S. Bureau of Labor Statistics projects 36% growth in data scientist roles between 2023 and 2033.
- Employers look for expertise in multicloud environments, visualization, NoSQL, and machine learning integrations.



3. Cybersecurity

- As threats grow more sophisticated, cybersecurity remains a cornerstone skill for IT roles.
- A 2025 academic study highlights essential soft skills—like communication and project management—and identifies Java as the most frequently requested programming language for cybersecurity professionals.

4. Cloud & DevOps

- Skills in cloud computing (AWS, Azure, Google Cloud) and related tech like containers (Docker, Kubernetes) are essential.
- DevOps practices including CI/CD pipelines remain high-value across organizations.

5. Blockchain, IoT & Emerging Tech

- Emerging domains like blockchain, IoT, edge computing, and even quantum networking are gaining traction—especially in industries like finance, healthcare, and beyond.





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6. Geographic Information Systems (GIS)

• A growing field, GIS roles increasingly require a blend of geography, cartography, and IT expertise, highlighting untapped demand for tech-savvy professionals in geospatial data.

7. Adaptability, Critical Thinking & Collaboration

• With AI automating many tasks, human skills—especially critical thinking, adaptability, teamwork, and empathy—are vital.

8. Communication, Leadership & Emotional Intelligence

• Employers increasingly value emotional intelligence, conflict mitigation, stakeholder engagement, and leadership abilities.

9. Ethics, Regulatory Know-how & AI Oversight

• As AI use expands, skills in prompt engineering, ethical oversight, and responsible AI critique are becoming essential.

At-a-Glance Summary

Skill Category	Key Competencies
AI / ML	Prompt engineering, LLMs, deep learning, cognitive/social skills
Data Science & Engineering	Data pipelines, analytics, multicloud, NoSQL
Cybersecurity	Threat mitigation, Java, project management, communication
Cloud & DevOps	AWS/Azure/GCP, containers, CI/CD, Kubernetes
Emerging Tech	Blockchain, IoT, edge, quantum, GIS tech
Soft/Human Skills	Adaptability, critical thinking, emotional intelligence, ethics
Professional Development	Continuous learning, personal branding, upskilling

Professional Development Continuous learning personal branding upskilling
Soft/Human Skills Adaptability critical thinking emotional intelligence ethics

10. Continuous Learning & Personal Branding

• The pace of change demands proactive skill-building and visibility. Creating a compelling personal brand and evolving your skill portfolio are increasingly integral.

Why This Matters

- AI literacy isn't just for developers—it's becoming foundational across all roles.
- The blend of technical and human skills is becoming the competitive edge as automation advances.
- Skill-based hiring is rising, especially for AI and sustainability

roles—making credentials less central than actual capability.

Global IT's Role in Bridging the Gap

At Global Information Technology, we are dedicated to helping communities and employers address the IT skills gap. Through industry-aligned training, recognized certification programs, and career placement support, we empower professionals to master critical skills while enabling businesses to access the talent they need to innovate and grow.



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Detroit was a tech hub before tech hubs were “cool”

Unicorns are no accident. They are melded in places with technology and talent. They require a flood of venture capital, and the space to ideate and take risks in a community that lives to innovate. We were tech innovators before hoodies were chic and it shows. Digital tech companies are flocking to the Detroit Region to launch and scale operations in our vibrant and affordable startup ecosystem.



Digital Technology Regional Facts



87,000

Tech Workers in Detroit Region
in 2023



27,000

Software Developers in the Detroit Region



\$1.2 Billion

Venture Capital Investments in Michigan
Increase YoY by 28%



7,500

Annual Tech Degrees and Certificates Awarded



#3

Tech Talent Quality vs Cost
Out of the Top National Tech Markets (2023)



#1

Manufacturing Tech Talent
Out of the Top Tech Markets (2023)

