**ABSTRACT**

The strategy is an important process for change in organizations; is an effort to find an ever closerrelationship between society, individuals and their organizations, in an essentially interrelated world. The organization not only has a context but also an internal configuration and the cooperative is not an exempt ofthis. This document presents partial findings of the study which analyzed the formation of the fishing cooperative strategy in Sinaloa and the factors involved for its creation. Data were collected through semistructured interviews to fishermen whose play the roles of managers in cooperatives. The results indicate that in the fishing cooperative, its strategy arises from the mind of a manager with limited cognitive abilities and limited information, biased and considering the manager’s intuition, and because the members of the cooperative said that the fishing process is well-know to him but he is not qualified to lead to the organization. From the above it is concluded that in the fishing cooperative, its strategies are formed informally, in the short term, from its management capabilities, identifying the need for training programs for members of the organization, so that they will have the elements necessary to formulate and implement appropriate strategies for these organizations.